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RISKY BUSINESS

FLASH-DANCE

MATT HOUSTON

DON MARTIN

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MAD

No. 246 April '84

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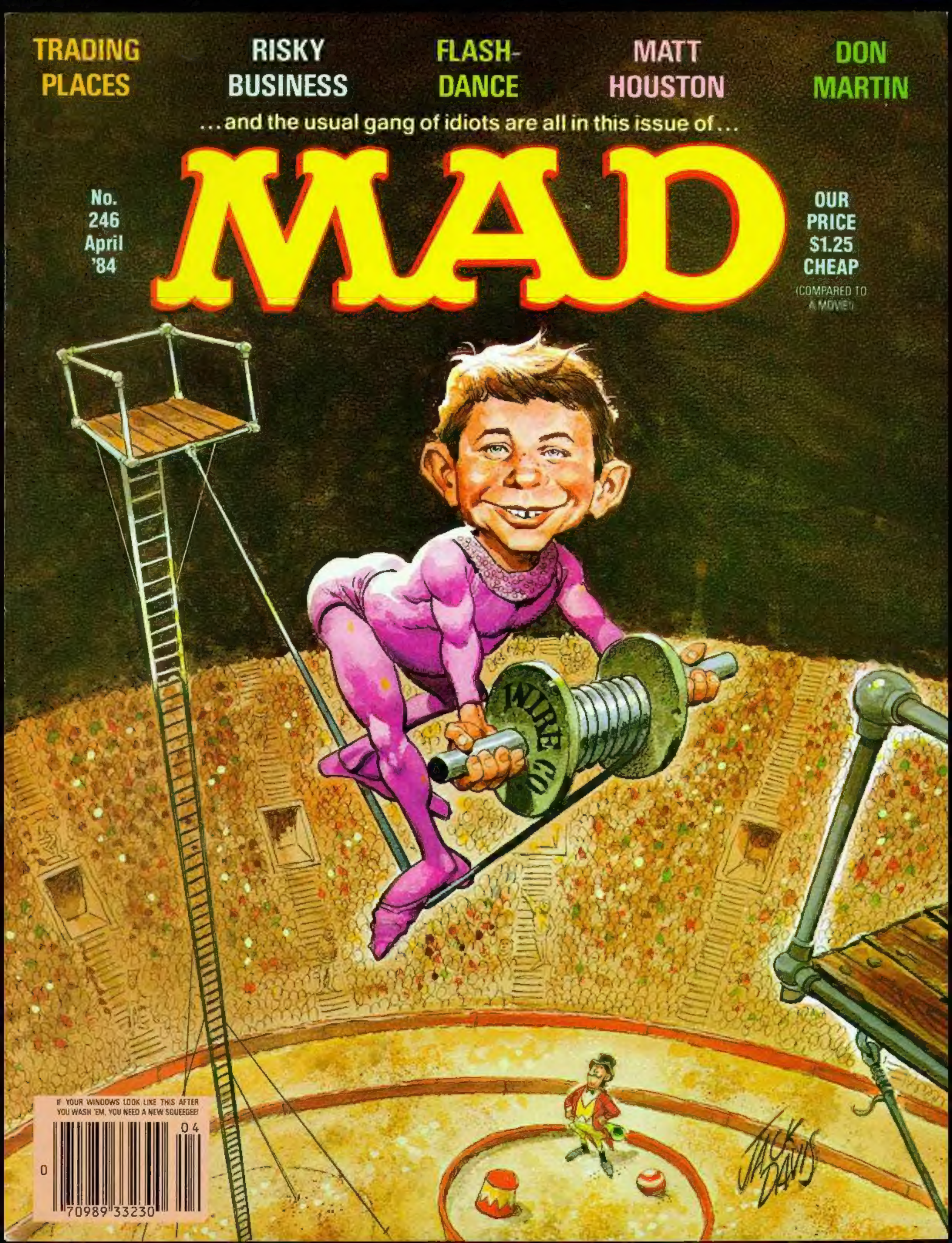

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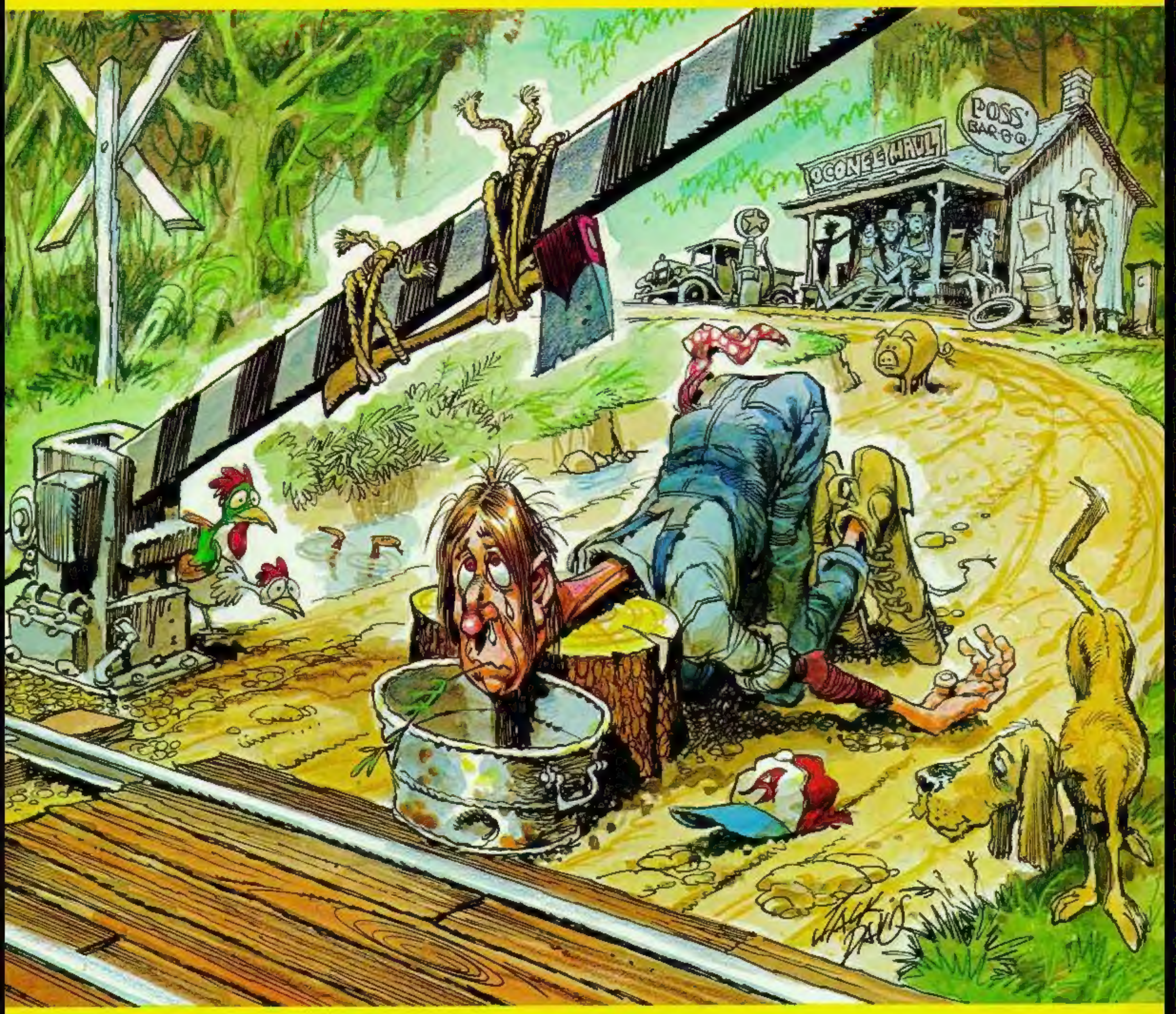

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NUMBER 246 APRIL 1984

MAD

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the usual gang of idiots

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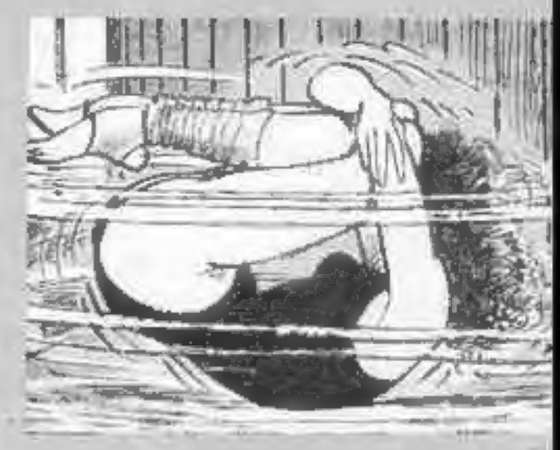

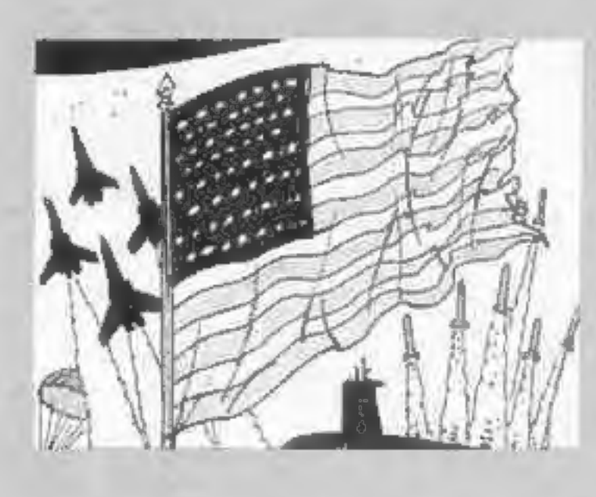

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Charles Colton once said, "Imitation is the sincerest of flattery." On the other hand, *God* once said, "Thou shalt not steal"! With that in mind, we now present...

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WE WERE WITH YOU ALL THE WAY, RONNIE!
John Darling congratulates Jimmy Carter on his election as President of the United States!
WE WERE WITH YOU ALL THE WAY JIMMY!

SALT LAKE TRIBUNE NOVEMBER 1980

ISSUE #60 NOVEMBER 1961

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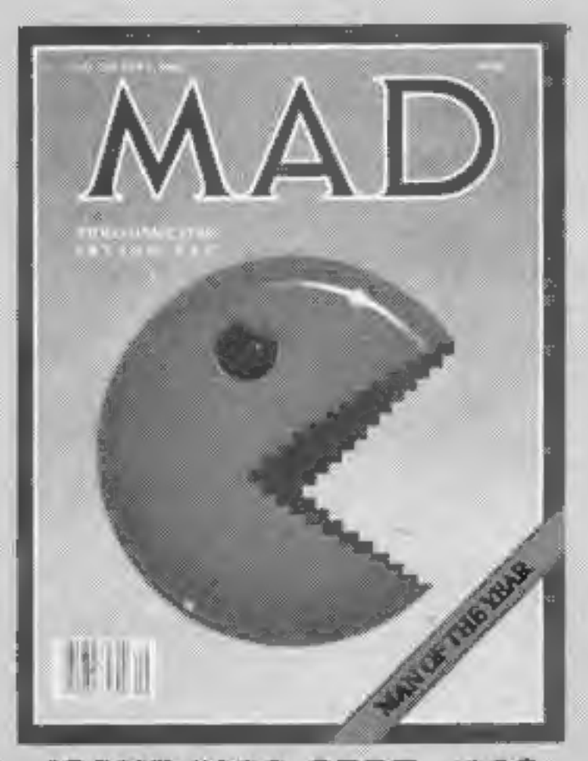

ISSUE #233 SEPT 1982

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DEJA REVIEW DEPT.

Hello! My name is **Gene Sissy**...

...and I'm **Roger Ebore!** We've been asked to review **three hot movies** that you might have **missed** last summer, if you'd been stranded on a **desert island**... which is obviously what **MAD's Editor** must've been... or else he would have **ordered SATIRES** of these films for the magazine **when they FIRST CAME OUT!**

Anyway... let's start off with a look at the **MOST SUCCESSFUL** of these three films... **box-office-wise...!** It's the story of **two unlikely young people** who are forced to **swap** their **diverse life styles! I adored** it!!

And I **loathed** it...!!

Well... although I **don't agree** with Roger about this particular film, I **DO respect his opinion...**

Oh, **yeah...?** Since **when?!**

Anyway... the movie opens on the **lush mansion** of a **very rich young man** played by **Dan Adnoyd!** Oh, by the way... it's called...

POP CORN

MORT DRUCKER

ARTIST: MORT DRUCKER
WRITER: STAN HART

TRADING RACES

Your—*uh*—dietary habits **puzzle** me, Sir! You **EAT** like a **bird!!**

What's wrong with **that?!**

Well, I should think that me **chewing your food**... and then **spitting it**—*choke*—into your **mouth** would be just a tad **unpleasant!!**

It is! But my time is **far too valuable** to **waste** it on **roughage!!**

AUDUBON Society NEWS

Please have **pity** on me! I'm just a **legless old Vet!!**

Get goin', before I **run you in**...!

But—I'm **not** doing anything **WRONG!** In fact, I'm **obeying** the **law! MURPHY'S LAW!!**

What's **Murphy's Law??**

It's **MY** law that says, "Always choose to make a movie that has a **very weak script!** That way, the **Critics** can say I'm the **best thing in it!"**

FLAT FOOT

I AM NOT STEVIE WONDER

NO FOOT

BIG FOOT

I am convinced that **environment** determines a person's real character...!!

Nonsense! It's **heredity**...!!

I'll make you a **bet** that if we took **that beggar**—and we put him into a **different environment,** that he would become a **rich** and **successful businessman,** just like **you!**

But he's obviously a **vicious** and **thoroughly immoral person!!**

Well, then, he **won't** have very far to **go!!**

POST NO BILLS

It's a private club!

Great! I **LOVE** clubs! You got **jackets?** Need a **TV** for your clubhouse! I can **get** one!

If we gave everything to that **beggar,** and took everything away from our associate, **Windthrob,** I'll bet that **Windthrob** would soon be acting like that **miserable bum!**

I would **HOPE not!! TWO** people hamming it up in the same movie would be **unbearable!**

RE-ELECT REAGAN

JESSE JACKSON FOR PRESIDENT

All this is **yours!** The house, the car, the furnishings, **everything!!**

Hey, I could **learn** to **live** with all this! But **just a minute here!** How do I know you guys ain't a couple of **OLD DEVIATES?!?**

And if we **were??**

Hmmm! Well... I guess I could learn to live with **THAT, too!**

NIXON 84

KENTUCKY FRIED CHICKEN

Hey, this is **all right,** Man! It reminds me of something I **really enjoyed** once!!

Oh...?! And what was **that,** Sir...??

The **same scene**... with **Dudley Moore** and **John Gielgud** ...in **"Arthur"!**

For **selling DOPE**... you are **expelled** from this **Club**...!!

...and you can **take back** your **engagement ring**, you... you... you **PUSHER!!**

I'm **ruined!!** My **entire life** is **flash-ing** before my **eyes**...!!

I **hope** it doesn't flash before **mine!** I'd **HATE** to have to sit through **"Dr. Detroit"** again!!

DOPE STUPID

Everyone is turning his **back** on me!

Well, I won't turn **my** back on you, Honey! Y'see, I'm one of those **movie prostitutes** with a **heart** of **gold!!**

If your **HEART** is so **valuable** ...imagine what your **CHEST** must be worth!!

HILL STREET STATION

THIS IS A BUST!

I believed **Pork Bellies** would **go higher** today so I **bought us** some...!

Look...! You were **right!!** How did you **know?**

Ain't **much** a **ghetto kid** don't **know** 'bout **Pork!** Now, if they traded futures in **chitlins** and **ribs**, we could **clean up!!**

PORK BELLIES UP...5⅞

Good! There's **no one in here!** We can **talk!**

Well, I **win** the **bet!** I **told** you I could make **Windthrob** into a **social outcast**— and that good-for-nothing **black kid** into a **successful, respected executive!**

Here! I can't **wait** to throw that bum **back** in-to the **street!**

Oh, yeah?!? We'll **see** about that! I'm **too smart** for you guys! However, **some-times** I wish I was **smarter!**

Like remembering to **put down the toilet seat lid** when I'm **eavesdropping!!**

I got a **plan** how we can **beat** those two old dudes at their **own game!** It's **complicated**— and **very involved!** They'll **never know** what's **going on!**

And **neither** will the **audience!**

So we're **partners!** From now on... we **share EVERY-THING!!**

Everything?!?

Don't haggle with him, Windthrob!

We're going to steal his **attache case** with the **crop statistics** in it... and then **elude** him as he chases us through the **train** and we're finally **saved** by a **gorilla** who just **happens** to be on board!

What? You must be **joking!**

If he **IS**... it'll be the **ONLY HUMOR** in this **whole tedious, witless sequence!**

We're **ruined!** My heart! My **heart!**

We **win,** Partner!!

Not only do we **win,** but as a **bonus,** we gave the old man a **heart attack!!**

I **know** those **two old guys** were **ruthless**... but compared to **these two sharks,** they were damn-near **lovable!!**

The **MORAL** of this movie is: **"You, too,** can be **successful,** if you put yourself into the service of that **wonderful Capitalistic virtue, GREED!"**

And **remember**... boys and girls... that **Greed** is an **Equal Opportunity Employer!!**

48HRS

Our **next** film of the summer was a **scathing indictment** of our **modern-day society**...

Its **morality??**

No, its **taste!** The film was a **huge success!** It dealt with a young man who **learns** about **business!** It was **fresh** and **breezy!** I **liked** it...!!

I **walked out** on it! **You** would have, **too,** if you could have **extricated yourself** from your **seat,** fatso...!

Let's pick up the story right after the **hero's parents** leave for a **vacation** ...and just before he goes into his...

Raunchy Business

I'd like to **welcome you** to my **extremely active** and **erotic FANTASY LIFE...!**

Glad to **be** here! **What** do you want to **do?**

Have **wild sex** with you! But I'm such a **LOSER,** I can't even make out with my **own fantasies!** I'll bet you have a **headache,** right?

No...but I **do** have **ATHLETES FOOT!!**

Forget it! **That** won't bother **me!**

It **might!** It's all over my **WHOLE BODY!!**

FOR PSYCHO II SEE ISSUE #244

HOTEL HAPPINESS

I can't seem to do **anything right** these days!

You're **much too serious** about everything! You should adopt the attitude, **"What the @#$&...!"**

You have that attitude...?

I don't! But the **Producer** does! **How ELSE** could he pass off this collection of **tired old cliches** as a **new, youth-oriented movie?**

NO STANDING

NEM TA WORK

It's a **mistake!** My **friend** called you up and gave you my name! It's **nothing personal**... but I **don't** want to make **love** with you, Miss!

Hey, **I'm** not upset! Heck, I'm **not** really **that** kind of **girl!** I'm **DIFFERENT!**

Gee... what do you **mean, "different"?!**

I'm a **GUY!!** How's **that** for **"different"?!**

Far out! But I **STILL** don't want to make love with you, **SIR!!**

POT

TRICK OR TREAT

Gee, this is **wonderful!!** You've given me something I'll have for the **rest of my life!!**

I know...! HERPES!!

Is it **true** that you're **really** a **prostitute?**

That's **right!** With **me,** it's **strictly business!** Three hundred bucks gets you a **real good time...** and a **COLOR TV** or a **KITCHEN APPLIANCE** for opening a **new account!!**

ALL THE RIGHT MOVES

That's my **pimp!** I'll have to **stay** here for a while! Otherwise, he'll **kill** me for **leaving** him!!

I see...!!

Hey, **HOLD IT!** What's he going to do to **ME** if I **let** you stay?!?

That's **YOUR** problem! I've got **ENOUGH** to worry about!!

Why not just go up to him and say... **"What the @#$&!"?**

Two reasons! One: I **stutter** when I have a **knife** at my throat! And two: I **can't speak** in **profanity symbols!!**

SHADY BUSINESS

Gee, I've **got** to get my **Dad's car fixed** before he **comes home!** Where am I going to get the **money...??**

Hey, **why not?!** That would make me a... a **YOUNG CAPITALIST!**

Let's go into **business** together!! **I'll** supply the **girls**... and **you** supply the **customers!** What say??

No, it would make you a **YOUNG PIMP!!**

It's the **SAME THING!!**

I'm **amazed** at how much **activity** there is...!

I'm even **more** amazed that your **neighbors** and the **local police** haven't **noticed it!**

GRAND OPENING!

BEEP!

HONK!

HONK!

Uh—Hello, I'm from **Princeton!**

Sorry, guy, but the **special Ivy League Discount** is only good up to **twelve Noon!**

You applied for **admission** to the **University,** and **I'm** here to conduct your **Personal Interview!** By the way, **what's going on** here...??

You want to go to some **University** that would let a **dummy** like **THIS graduate?!?**

Hey, you **stole** all of the **furniture** from my house !

It was **only fair**, Man! After all, you **stole** all of my **girls**...!!

Okay...! **Okay**...!! Let's make a **SWAP!!**

Well...**I don't know**, Man! Sitting on your **FURNITURE** is a lot more **comfortable** than sitting on my **GIRLS!!** They're **a little lumpy!**

ALL THE WRONG MOVES INC

There's a **tiny crack** in my egg! I find it **hard to believe** that you were so **careless!**

If you're shopping for things that are **hard to believe**, how about my having a **six-day wild party** without a single **cigarette-burn-hole** or **liquor-spill-mark** on any of the **rugs** or **furniture?!**

Princeton University **wants us BOTH!!**

But I **never finished High School!!** How could **I** ever be a student there ..?!?

What students?! They want us as **Sex Education TEACHERS!!**

GREETINGS

What I **disliked** about that film was that there was **no plot, no story, no nothing!!**

Exactly! That's what made it so **fresh** and **exciting!!**

But it was also **stupid** and **boring!**

Wonderfully so! That's why it was so **successful**...!

You **nerd!** How can you consider a picture that **puts its audience to sleep** a **"success"!?!**

Our **last** film was the **"surprise"** of the **year!** It was about a girl who has a **passion** for **dancing**. . a **high-school drop-out** who **makes good!** It was called...

Flashdance

Boy, this has got to be the **longest introduction** to a **movie** in film **history**...!!

That's so we can squeeze in the **entire opening song** and **hope** it becomes a **hit!** Unfortunately, it makes **bicycling** to **work** in **Pittsburgh** a little **rough**...!

Oh? Where do you live?

Toronto!

WHAT A FEELING

Do you notice that we never see her **face** while she's performing?!?

Is that because she doesn't want anyone to know she's **dancing** here?

No . it's because she doesn't want anyone to know she **ISN'T dancing** here!!

SPLASH!

I **think** you're in the **wrong place!** There **isn't** a lot of **opportunity** here for a **toe dancer** in **safety shoes**...!

Actually, I came here to **meet guys!**

Now I **KNOW** you're in the **wrong place!!**

Bless me, Father, for I have...

Tell me something **dirty**...or **don't waste my time**...!

I haven't had **sex** for a **long time,** and I **miss it!**

YOU should talk...!!

ON RADIO CALL

TRUE

CONFESSIONS

Uh...you're **getting undressed!?**

We're going to **make love,** aren't we?!?

Of course!! But don't you feel **funny,** making love on our **very first date?**

Why **should** I...?!?

You mean, it **doesn't matter** to you...?!?

Not really! You see, I **ALSO** use someone else's **body** for **THAT!**

Hey, you! Take your **dirty hands** off her!

I ain't dom' **nothin'** t' her!

Bull!! You **grabbed** her. **pushed** her around and tried to **force** her into your **car! I watched** the **whole thing!**

You're **SOME HERO!** Instead of **helping** me,. you **stood there** and **"watched** the **whole thing!"**!

Oh, **darn** it !! She's **doing LOUSY!!**

I think she's doing **great!!**

Are you **crazy?!** She's doing **terrible!** She'll **never** get into the Ice Show **now**...!!

The **ICE SHOW**...?! I thought she was trying out as **Goalie** for the **Pittsburgh Penguins**...!!

You're **so romantic!** You take me to the most **interesting out-of-the-way places!**

On our **next** date, we can have a **nice picnic** in a **toxic waste dump**...and then take a **dip** in a **sewage treatment plant**...!!

TRACK AND FIELD

TRAC II

AMTRAK

8 TRACKS AND CASSETTES

WRONG SIDE OF TRACKS

Tell me . how did an ordinary blue collar slob like **you** ever get so **rich??**

I'll **answer that** if **you** tell me how an **eighteen-year-old** like **you** can be a **dancer, a licensed welder** and live all alone in an **expensive loft!**

I'll forget **my** question if **you** forget **yours!**

It's a **deal!**

I.. I **can't believe** that **Hanna** is **gone!!**

Her **only dream** was that you audition for, and get into **Ballet School!**

Then . **that** will be **MY** dream, **too!**

Who cares about **YOUR** dream!?! You better hope it's **Marine Jahan's** dream!!

Who's **she**...?!

The **girl** who does your **dancing** in this picture!

She's just **Incredible!**

She s **just** what we've been **looking** for !

You mean, I can come here as a **student?!?**

No as a **FLOOR-POLISHER!!**

WHO WE FOOLIN? IT AIN'T ME DANCIN'! THEY CAN EDIT LIKE I'VE BEEN DANCIN' ALL MY LIFE --

WITH QUICK CUTTIN' -- AN' LOTSA SPLICIN -- SEE ME DANCIN' THOUGH I CAN'T DANCE TO SAVE MY LIFE!

We **both loved** this film! I **especially** loved the **stark simplicity** of it !

Simplicity?!? It was very COMPLEX! Its **seeming simplicity** is **proof** of its' **complexity!!**

What's so **complex** about the **idiocy** of an **untrained dancer** auditioning for a **Major Ballet Company**...and being **accepted?!?**

It's an **allegory** about the **failure** of **Western Morality** as **we know it!!**

You **fat oaf!** You wouldn't know what a picture is **about** if you **sat** in a **grown-up's lap** and he **explained** it all to you . !!

You're just **mad** because I refuse to sit in **YOUR lap** when we see these movies !

That's all the **time** we have! So... till we meet again, we'll **see you at the movies!!**

And maybe **you'll** see **US** there! **We're** the ones with the **rain-coats** who keep **moving** from **seat** to **seat** during the **performance!**

SLEAZY WRITER DEPT.

MAD'S ALL-INCLUSIVE DO-IT-

NATIONAL ENQU

[D] [E] Reveal Shocking Facts About [A, B or C]

NATIONAL ENQUIRER

WARNING!
[A]
Can Cause
[B] !!!

[C]'s Personal Tip On How To Stop [A]

Liz Taylor's Secret Affair With [C]

Startling New Discovery!! [A] May Prevent [B]

Exclusive Photos Of [C]'s Secret Hideaway [E]

Government Report Cites Increase In [A, B, or D]

PHOTOS UPI

WRITER GEORGE GIPE

YOURSELF
JIRER
COVER

HERE'S YOUR CHANCE TO BE AN EDITOR AND MAKE SENSATIONAL HEADLINES . . . JUST LIKE THE REAL THINGS!!

A
(ACTIVITY)

- Laughing
- Nose-Picking
- Boozing It Up
- Group Sex
- Shopping
- Whistling
- TV Watching
- Snoring
- Gum Chewing
- Jogging
- Belching
- Humming
- Reading
- Gambling
- Squinting
- Giggling
- Smoking
- Gossiping
- Hog-Calling
- Spitting

B
(AFFLICTION)

- Cancer
- Premature Aging
- Alcoholism
- Acne
- Senility
- Hives
- Herpes
- Hoof & Mouth Disease
- Asthma
- Diarrhea
- Unwanted Facial Hair
- Flat Feet
- Obesity
- Chafing
- Bad Breath
- Small pox
- Pregnancy
- Hypertension
- Amnesia
- Terminal Hiccups

C
(CELEBRITY)

- President Reagan
- Muhammad Ali
- Loni Anderson
- Ed Asner
- Victoria Principal
- Burt Reynolds
- Benji
- Nancy Reagan
- YasserArafat
- Princess Di
- Eleanor Roosevelt
- Barbara Walters
- Too Tall Jones
- U.S. Senator
- Charles Manson
- Zsa Zsa Gabor
- The Kennedys
- Margaret Thatcher
- Roger Staubach
- Bela Lugosi

D
(GROUP)

- Aliens
- Vegetarians
- Tourists
- Chiropractors
- Winos
- Sadists
- Con Artists
- Insurance Salesmen
- Drug Addicts
- Missionaries
- Telephone Operators
- Ventriloquists
- Astronauts
- Bureaucrats
- Transsexuals
- Professional Athletes
- Prostitutes
- Prisoners
- Born-Again Christians
- Politicians

E
(PLACE)

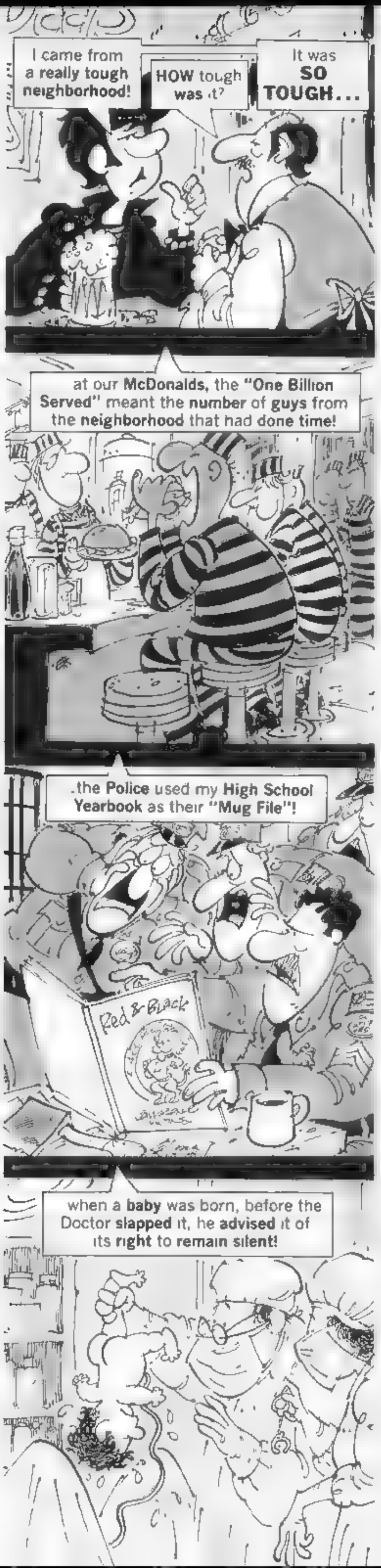
- In Scranton, Pa.
- On Mars
- On Mt. Everest
- On Loch Ness
- At Cape Canaveral
- On Lake Erie
- In Newark
- On Guam
- In Louisiana
- In The Bermuda Triangle
- In Yankee Stadium
- On Iceland
- In The Waldorf Lobby
- In Cleveland
- On Mt. Rushmore
- On Easter Island
- In The Pentagon
- On The Jersey Turnpike
- On The N.Y. Subways
- In Pay Toilets

REPLY-IN-THE-FACE DEPT.

Everyone knows that Johnny Carson makes over $5 million a year. One reason he does is because of his extraordinary ability to "ad lib"...to spew out hilariously funny one-liners right off the top of his head. Unfortunately, the average clod—meaning you—when trying to impress friends and influence people, is no Johnny Carson! In fact, most of you aren't even an Ed McMahon! But not to worry! Here comes MAD to your rescue! After this, the next time someone throws you even the slightest hint of a straight line, you'll be all loaded up and ready to let fly with a barrage of one liners guaranteed to earn you big yuks...because you will have read and memorized...

THE MAD GUIDE TO SURE-FIRE AD LIB LINES

ARTIST: PAUL COKER WRITER: JOHN FICARRA


I came from a really tough neighborhood!
HOW tough was it?
It was SO TOUGH...
at our McDonalds, the "One Billion Served" meant the number of guys from the neighborhood that had done time!
.the Police used my High School Yearbook as their "Mug File"!
Red & Black
when a baby was born, before the Doctor slapped it, he advised it of its right to remain silent!

mean, she is **fat!**

HOW fat is she?

She s **SO FAT...**

...she doesn't go to a **Doctor**, she goes to a **Grounds Keeper!**

clothing manufacturers had to **change** their **labels** to **"One Size Fits MOST!"**

she keeps her **diaphragm** in a **pizza box!**

Jeeze, is it **cold!**

HOW cold is it . ?

It's **SO COLD...**

...up at the **State Prison**, the inmates are **begging** for the **ELECTRIC CHAIR!!**

...I saw a guy clean up after his **dog** with an **ice pick!**

people are "flicking the r BICS" in their **POCKETS!**

Brother, is it **hot!**

HOW hot is it?

It's **SO HOT...**

Howard Cosell is wearing his **Teflon toupee!**

...**Ozzy Osbourne** just bit off the head of a **FRIED chicken!**

..**Mr. T** just shaved the **REST** of his head!

Boy, is she dumb!

HOW dumb is she?

She's **SO DUMB...**

her **I.Q. test** came back **"NEGATIVE"!**

...she called a **"7-11 Store"** to see **what time** they **opened!**

...she thinks **"Lionel Richie"** is some **kid** with **trains!**

Man, were we poor!

HOW poor were you?

We were **SO POOR...**

...in **my** family, we didn't **WALK** the **dog**... we **ATE** it!

...every **Labor Day,** Jerry Lewis called and pledged to send **US** money!

...I got **married YOUNG** ...just to get the **RICE!**

Boy... is she ugly!!

HOW ugly is she?

She's **SO UGLY...**

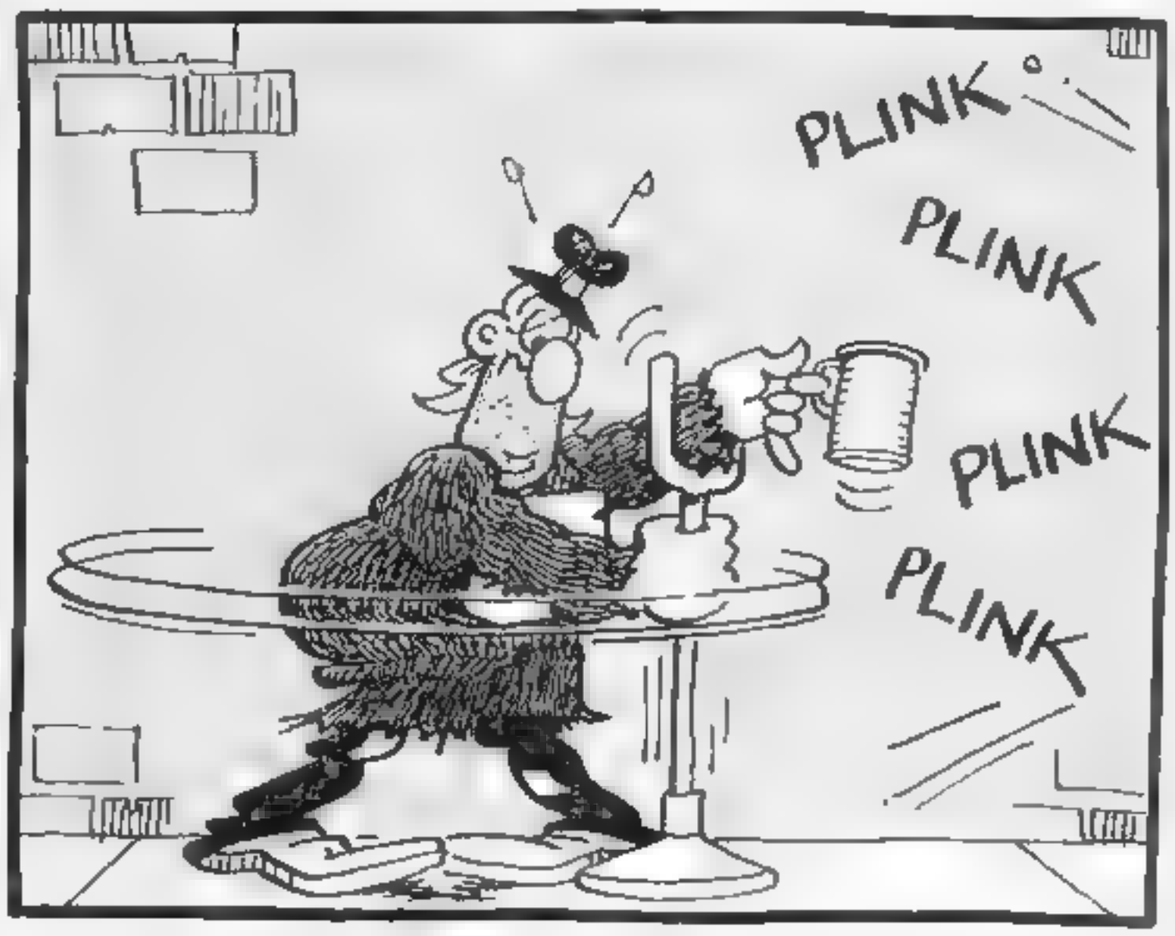
...she practices **birth control** by leaving the **lights** on!

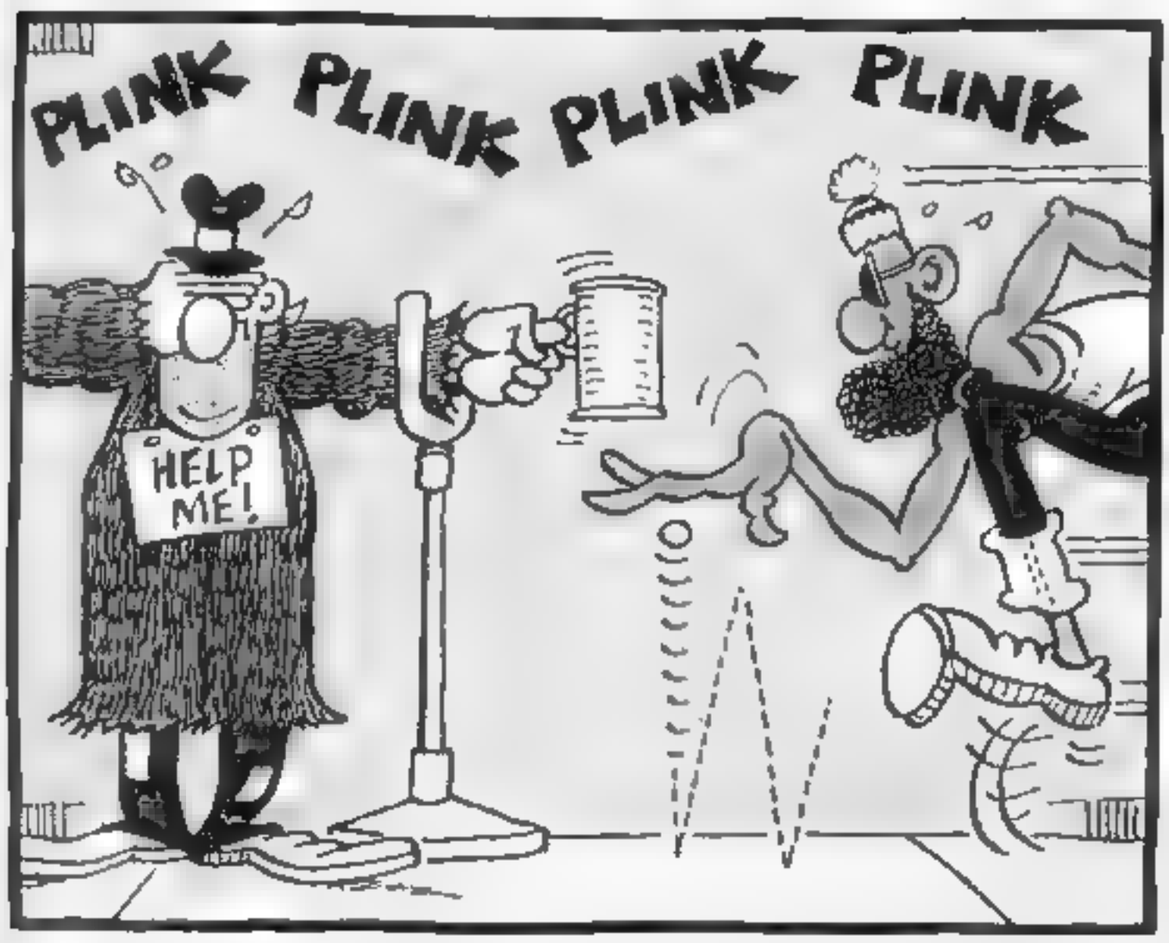
...her **Psychiatrist** makes her lie on his couch **face down!**

her **Dentist** treats her **by mail!!**

DON MARTIN DEPT. PART I

ONE MORNING ON A CORNER DOWNTOWN





AUTO REPAIRS

I've got your car working fine, now!
Great! What was wrong with it?
Well... it's very technical, and a little too complicated for a person to understand!
Go ahead and try me! I'm fairly knowledgeable about the subject...!!
Yeah... but I'M NOT!!

BERG'S-EYE VIEW DEPT.

THE LIGHTE

DIVORCE

Does Herbert J. Krudsky live here...?
No, this is his EX-house!
That's his EX-car!
And I'm his EX-wife!
Where can I find your EX-husband?
Living with my EX-best friend!

EXCUSES

Darn! We're late for school again!
We'd better have a real good excuse!
Suppose we tell our home room teacher that we were captured by Russian spies who drugged us and tried to make us give them our nation's secrets...!
Nahhh! She'd never believe that!!
Too far-fetched??
No, I used that excuse the last time I was late!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

TESTS

We had a TEST in school today!
What kind of a test?
I think it was called an EYE . an EYE .
You mean an I.Q. TEST!!
Something like that! The teacher said I did VERY WELL!
No kidding? How high is your I.Q.?
20/20!!

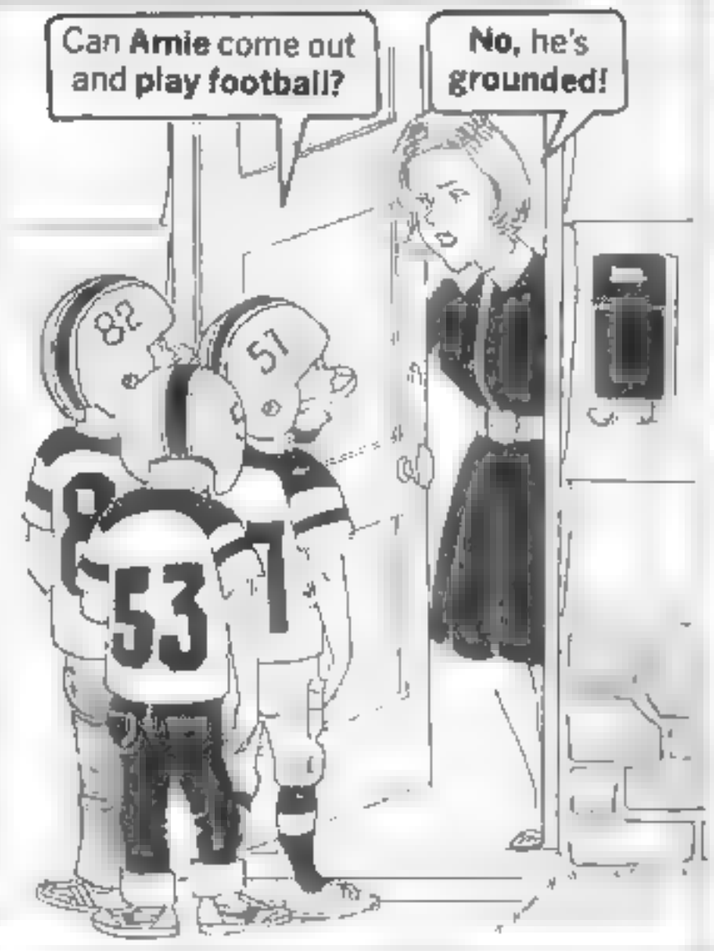
DIETING

RING
Hello?
A big stack of **pancakes** under gobs of **butter,** oozing with **maple syrup!** Lots of **bacon!** A **porterhouse steak** smothered in **onions** and **mushrooms** with a side order of **French fries!** A **banana split** piled high with **whipped cream** and **hot fudge!!**
Gasp ... !!
What was that?!?
SLAM
An **obscene phone call!!**
WEIGHT WATCHERS
DIETERS SPECIAL
LOW CAL

STAYING AWAKE

I **think** my Mother must be an **insomniac!** She **stays up** into the **small hours** of the **night!**
What does she **do** all that time?
Waits for **me** to **come home** ... !!

PLAYMATES



COLLEGE

What's **wrong,** Bernie? Why are you **moping around?**
I can't believe it! Here I am at a **"fun" college** ... and I'm actually **homesick!**
I'd give **anything** for something **familiar** from **home!**
Okay, if it means **that much** to you!
BERNARD, STOP SLOUCHING! BERNARD, CLEAN YOUR ROOM! BERNARD, WHY CAN'T YOU DRESS LIKE A CIVILIZED HUMAN BEING!? BERNARD—

COLD WEATHER

KNOCK KNOCK!
Yes? What can I do for you ?
Mr. Superintendent, my apartment is FREEZING...!!
Ahh, come off it! It's not THAT cold!!
Oh, no?! So how come every time I open the door
. . .the LIGHT goes on?!?

COOKING

Well, can Arnie's FOOTBALL come out and play football??
I see you're thawing something for supper again! Things certainly were different when I was a young bride!
They sure were!
YOU used to open CANS!!

TIME

When would you like your dinner?
Just as soon as this football game is over!
And when will that be...?
There are only TWO MINUTES left to play!
Oh! In that case, I'll put everything on the table...!
No! Not yet!
In football, two minutes takes a HALF AN HOUR!

MOTHERS

I never met your Mother! What's she like...?
She's a very "aware" woman!
She's concerned with all aspects of the business of living! She's knowledgeable about all the new technologies, the new philosophies and the new life styles .. and the psychological repercussions they are creating!
She's very articulate, and expounds often on a variety of subjects!
Yeah, I know!
My Mother's a buttinsky, TOO!

THE TELEPHONE

Hello? You want to talk to Roger? Just a moment ..!
Hey, Roger there's a phone call for you!
Bring the phone over here...!
The cord isn't long enough!
Then forget it!
Sorry ..! Roger can't be reached!

PROGRESS

Grandma, is it true that you flew on one of the very first passenger airline flights?
I sure did...!
It was back in the thirties, and I flew a Ford Tri-Motor from New York to Chicago!
I'll bet flying was a LOT DIFFERENT back in those days!
Not very much!
They lost my luggage!!
David Berg

Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the fourth in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

MAD'S APTITUDE TEST NUMBER FOUR

WILL YOU MAKE A GOOD POLITICIAN?

1. Complete this sentence. Once elected, a politician pushes to create new jobs for his _____ .
   A. Family
   B. Cronies
   C. Campaign contributors
   D. All of the above.

2. When a candidate says he has an open mind about major issues, this usually means:
   A. He can be bought by anyone.
   B. Those reports that he's "wishy-washy" are true.
   C. He's waiting to see the public opinion polls before he commits himself.
   D. Any of the above.

3. As a politician, you attack your opponent with smears and innuendos. Is this a good practice?
   A. Yes, if it's a close race and this is the only way you can get votes.
   B. Yes, if you're trailing badly and want the perverse pleasure of destroying his character and reputation.
   C. No, if you have an insurmountable lead and therefore can come off as a statesman.
   D. Any of the above.

4. During a campaign, you hear your opponent advocate oil drilling on public land. How should you respond?
   A. Call him an anti-environmentalist.
   B. Say he's a tool of the big oil interests.
   C. Label him a right-wing reactionary.
   D. All of the above.

5. Your opponent changes his mind and now is *against* oil drilling on public land. How do you respond now?
   A. Declare that he's keeping the U.S. dependent on foreign oil.
   B. Say he's against creating thousands of new jobs.
   C. Label him a bleeding-heart liberal.
   D. All of the above.

6. When a Senator attacks "dishonesty in government," it's an indication that:
   A. The other party is in and his is out.
   B. His previous attack on "Creeping Socialism" didn't work.
   C. It's a smoke screen to cover up what's being said about *him*.
   D. Any of the above.

7. As a Congressman, you take a fearless, independent stand on a crucial bill. What does this mean?
   A. You have a safe seat.
   B. You're planning to retire, so what's the difference?
   C. You meant to take the other side but, as usual, got confused.
   D. Any of the above.

ARTIST: GEORGE WOODBRIDGE
WRITER FRANK JACOBS

8. Like other politicians, this legislator prefers to speak on TV rather than make public appearances. Why?
   A. The cue cards help him recall key facts, such as the name of his party.
   B. The make-up prevents viewers from seeing he's over the hill.
   C. He can edit in applause, cheers and appropriate fanfare.
   D. All of the above.

9. As a politician, you support housing projects for the poor. What is your motive?
   A. It packs them together in one place, preventing their spilling over into better neighborhoods—which goes over great with middle and high-income voters.
   B. It shows you've got compassion, which goes over great with low-income voters.
   C. It means big bucks to the building contractors who are contributing to your campaign.
   D. All of the above.

10. Complete this sentence. When faced with a decision of conscience, a politician should do what's best for _____ .
   A. His re-election.
   B. The most influential lobbyists.
   C. His pockethook.
   D. All of the above.

SCORING

If you answered "D" to all the questions, you have the ability to make a great Politician.

TRY OUR CHICKEN FISH HAMBURGERS

TRY OUR HOT GOLD OR CHILI DOGS

TRY OUR FRIED SHAKES FRIED SOUP FRIED COFFEE FRIED GOLD

OUR TOMAINE TACOS

ALL THE FRIED FROBICKS YOU CAN EAT!!!

MUSTARD

WIN

FREE GOLD

ERR APPARENT DEPT.

HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A FAST FOOD RESTAURANT?

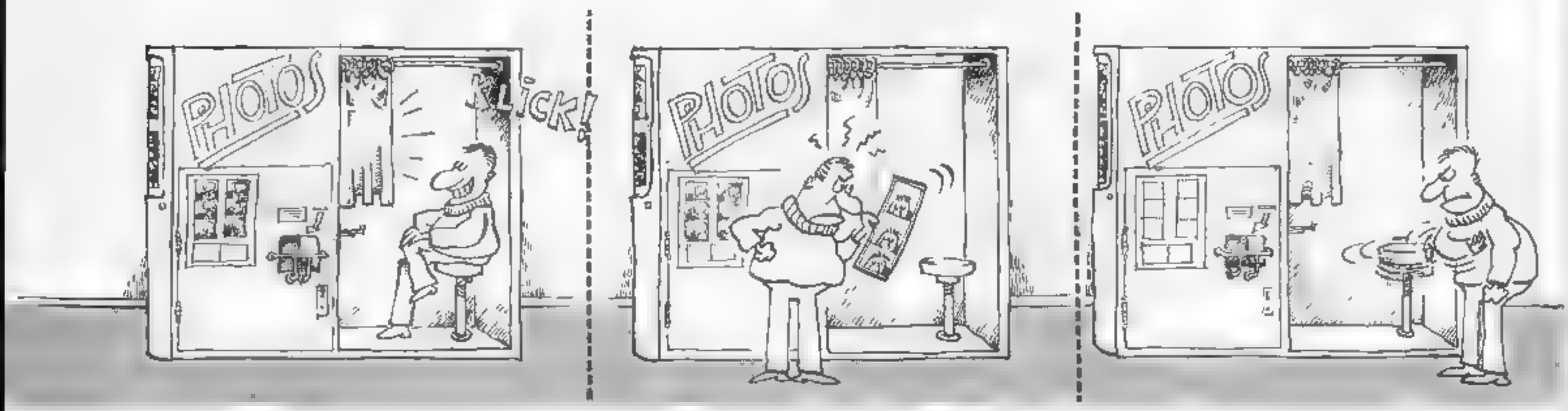
ANSWERS

1. The teenagers are all chewing their food with their mouths closed
2. The cheese for the cheeseburgers is made from natural ingredients, including milk
3. The fish filet sandwiches taste better than the styrofoam boxes they come in
4. The iced drink has more drink in it than ice
5. The young man is resisting the temptation to stomp on the packet of mustard that someone has dropped on the ground
6. The boy with the magic marker is writing on the note pad, not on the table
7. The teenage employees are earning more than the minimum wage
8. The plastic lids actually fit the cups, and prevent spilling and scalding
9. The employee leaving the washroom actually washed his hands after using it
10. The person parked in the "Handicapped" section is really handicapped
11. There are no swarms of bees or flies hovering around the garbage cans
12. The "Quarter-Pounder" actually weighs a quarter of a pound after it is cooked
13. Old, stale, cold, unsold food is being replaced with freshly-cooked new food
14. The customer is being asked if he wants his burger rare, medium or well-done
15. Someone has actually won the fast-food restaurant's Sweepstakes."
16. There are no bird droppings splattered on the outdoor patio tables
17. The teenager is not tampering with the salt shaker so the cap will fall off when the salt is poured
18. The customer has not created a state of panic by requesting a glass of water
19. The guy who handles the food has cleaned his nails before reporting for work
20. The hamburgers look just as big in person as they do on the TV commercials

ARTIST: JACK DAVIS WRITER: CHRIS HART

SERGIO ARAGONES DEPT.

A MAD LOOK AT FOTO-



BOOTHS

FOOM!

COLOR PHOTOS
100

COLOR PHOTOS
CLICK CLICK

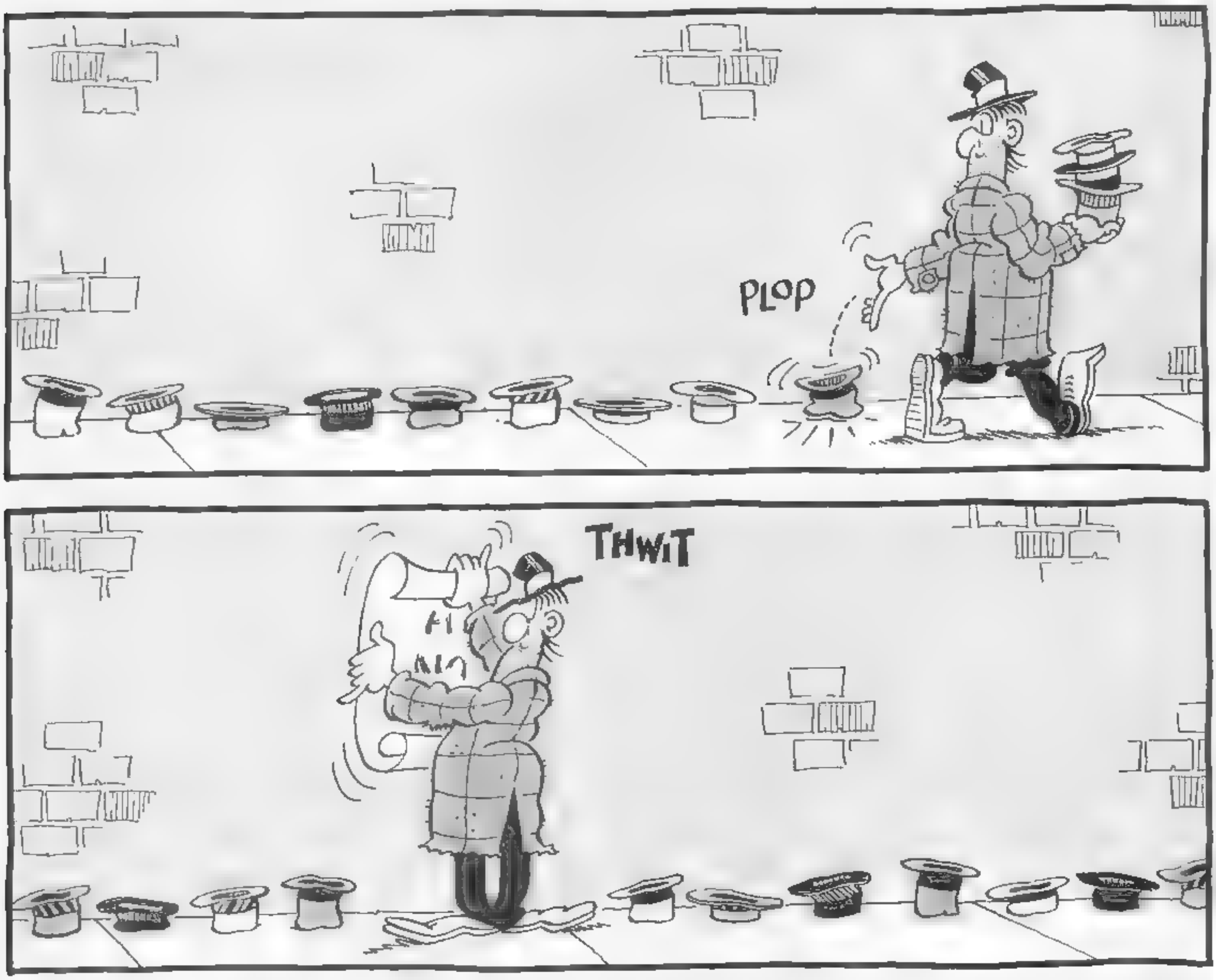
PHOTO

PHOTO
QUICK

PHOTO
QUICK
CLICK

DON MARTIN DEPT. PART II

ONE AFTERNOON ON A CORNER DOWNTOWN

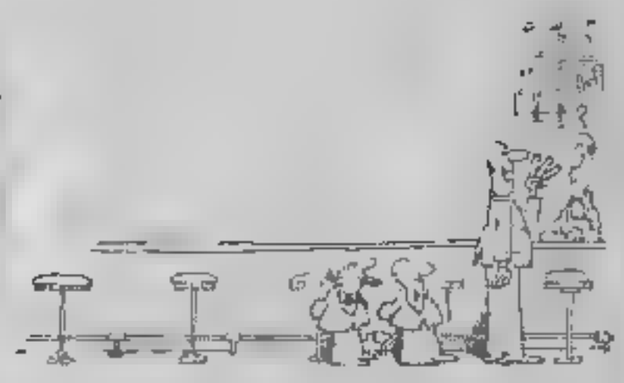


CURRICULUMPS DEPT.

We've all read about the violence, vandalism and ineffectual attempts to educate that plague our modern public schools. But there are other, more serious problems in our educational system . . . problems you'd never even be aware of if you didn't read about them in this dumb article entitled —

OTHER CRISES IN OUR PUBLIC SCHOOLS

ARTIST: BOB CLARKE • WRITER: DENNIS SNEE



OLD CHEWING GUM ACCUMULATION RENDERS SCHOOL DESKS OBSOLETE

ST. LOUIS, Mo. (AP)—"The amount of old gum stuck under most school desks has finally made it impossible for the average student to sit at them!"

With this statement, school board president Stanley Sachs disclosed publicly what many have feared privately: that the build-up of gum wads under school district desks has made them unusable.

"They're like stalactites under there," said 16-year-old Denise Glut. "Last week, I ruined another pair of stockings squeezing under a desk. In fact, I almost tore a gash in my leg."

Plans to remove the old gum are being formulated, but the hardness of some of the wads may require blasting, according to one school board source.

Furman Beemer, director of maintenance for the district, said that he is

(cont. on page 12)

Perplexed student Denise Glut wonders how she can get under her desk.

UNCHEWED PENCIL SHORTAGE ACUTE

DENVER, Colo. (UPI) — Finding a No. 2 pencil without teeth marks is now next to impossible, according to Lee Farbleberry, president of the Denver Board of Education, and the situation will get worse before it gets better.

Although predictions of an unchewed writing instrument shortage were first made several years ago, nothing was done to turn the tide and the situation is now out of control.

"It disgusts me that students can deface school property so casually and not even seem concerned about it," teacher Laureen Eichberger told reporters.

The sharp increase in pencil chewing has been attributed to greater tension among young people, especially among students who now face more intense competition for top grades that can lead to college admissions.

"Yeah, I chew pencils," admitted sixth grader Amy Boswick. "But it's the American way, isn't it? I know my parents gnawed a few in their day, and if not for pencils I'd be chewing my nails, or getting an ulcer!"

The practice of sinking one's teeth into a fresh, new pencil is probably as old as the American educational system, but it is the sudden upturn in the

(cont. on page 15)

Thing Of The Past? An Unchewed #2 . . .

Two Injured in Junior High Locker Avalanche

TRENTON, N.J. (OOPS)—Finster Junior High School students Al Elam and Byron Brooks sustained minor injuries today when they opened the locker they share and a cascade of text books, yo-yos, note pads, frisbees, skateboards, a radio, a lunch box, gym bags, tennis shoes, pens, pencils and 9 half-eaten sandwiches rained down on them.

"Students have been warned that the overloading of lockers can create potential avalanche dangers," said Mr. Rupert Goop, principal of the school, "but they don't always listen. What we really fear is that they may start keeping bowling balls in their lockers! Then, you'll really see some injuries!"

The accident involving Elam and Brooks was the tenth in a series of similar incidents that

(cont. on page 45)

Riots By Angry Parents Continue

BALTIMORE, Md. (PU)—Most high school coaches worry primarily about upcoming opponents but, according to Lincoln High football coach Ed Tinsley, "I wouldn't care if we were playing the Dallas Cowboys next week, just as long as we don't have to face the kind of rabid parents who stormed our bench after the game tonight!" Riots by dissatisfied angry parents have become so common-place at the games of the last-place Lincoln High Spartans that prohibiting parents from attending the games has been considered. But Coach Tinsley has doubts that it would solve the problem.

"Last basketball season, we got a court order to keep two of the more antagonistic parents away from the games, and the following week, the grandparents showed up instead. And they were more vicious than the parents!"

With potential rewards increasing for student athletes who demonstrate ability for their sport, parents are becoming increasingly irrational about seeing their children get a chance to perform.

"My son is a natural," said Mrs. Leo Stopford, while she heaved tomatoes at the coaching team of her son's team last Friday night. "He's 5′ 2" — 78 pounds — and he could be the greatest defensive tackle in the league if that moron of a coach would only give him a chance!"

Second-guessing coaches has always been a popular activity with parents, but the current rash of riots clearly means a

(cont. on page 34)

Angry parents vent rage at "Roast" following losing game.

FORMER ERASER CLEANER CLAIMS CHALK DUST DAMAGES

ATLANTA, Ga. (UPI) — In the third such suit filed recently, high school senior Matthew Binkowitz claimed today in municipal court that his experience cleaning erasers in elementary and junior high school caused him to develop a chronic respiratory ailment.

"I used to pound the things every day till my hands got tired, "Binkowitz said, "but it wasn't until a year ago that I realized breathing in all that chalk dust was bad for my health."

Binkowitz's attorney, Samuel J. Baskew, said the school board was clearly negligent in allowing the hazard to exist.

"There should be a warning printed on every eraser stating that a danger to students' health exists from chalk dust inhalation. Who knows how many may have already been exposed to this risk?"

Fellow students of Binkowitz had markedly different reactions, however.

"That Binkowitz has been a brown-noser since first grade – always cleaning erasers and watering the teachers' plants. He and all the other teachers' pets deserve whatever they get!" said one student who asked to remain nameless.

Another student offered a similar comment, saying, "You notice it's only them goody-two-shoes who're complaining. Those kids get all the benefits of playing up to their teachers – let 'em take the consequences!"

Litigation stemming from the suit is likely to drag on for some time, according to a

(cont. on page 21)

Plaintiff Binkowitz and Attorney Baskew face reporters.

INK POISONING EPIDEMIC SPREADS AMONG CRIBBERS

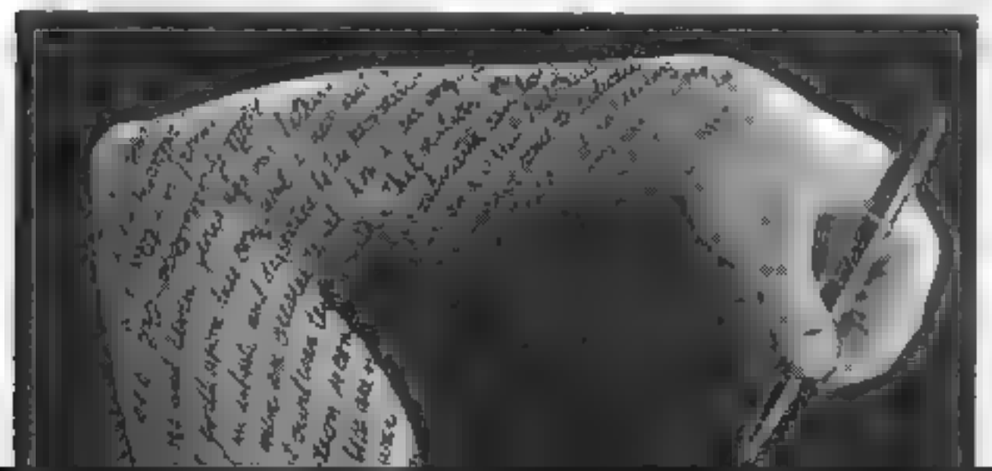
DULUTH, Minn. (PST) – "One student had the entire Gettysburg Address written on his forearm." said Mrs. Lynn Selden, Duluth Junior High School history teacher. "He passed the final exam, but he made the mistake of using indelible ink! He had to wear long-sleeved shirts the entire month of May!"

This case, according to Mrs. Selden, is only one of hundreds being discovered each week as more and more students attempt to use their unexposed skin as crib sheets. As a result, ink poisoning within the district is increasing by leaps and bounds.

"And ink poisoning is not the most serious possible side effect of this practice," says Superintendent of Schools, Myron Grover. "What worries me is that these students aren't learning anything . . . except how to print very compactly!"

"One student had a racket going," continued Grover. "He could write test answers so neatly on his arms that he began Xeroxing his limbs and selling copies to other students. He made a small fortune off the football team!"

Although the chances of developing ink poisoning by writing on the skin are remote, many new cases have been



PAPER SUPPLIES DECIMATED BY WILD SPITBALL WARFARE

SPOKANE, Wash. (PTOO) — The spitball wars are here and Spokane's public schools are suffering heavy losses.

No, there have not been any injuries reported . . . as yet . . . but the district's supply of notebooks, scratch pads and scrap paper has been decimated by students using the paper as ammo.

The magnitude of the situation was verified last week by parent Richard Warshauer, who visited a classroom to observe

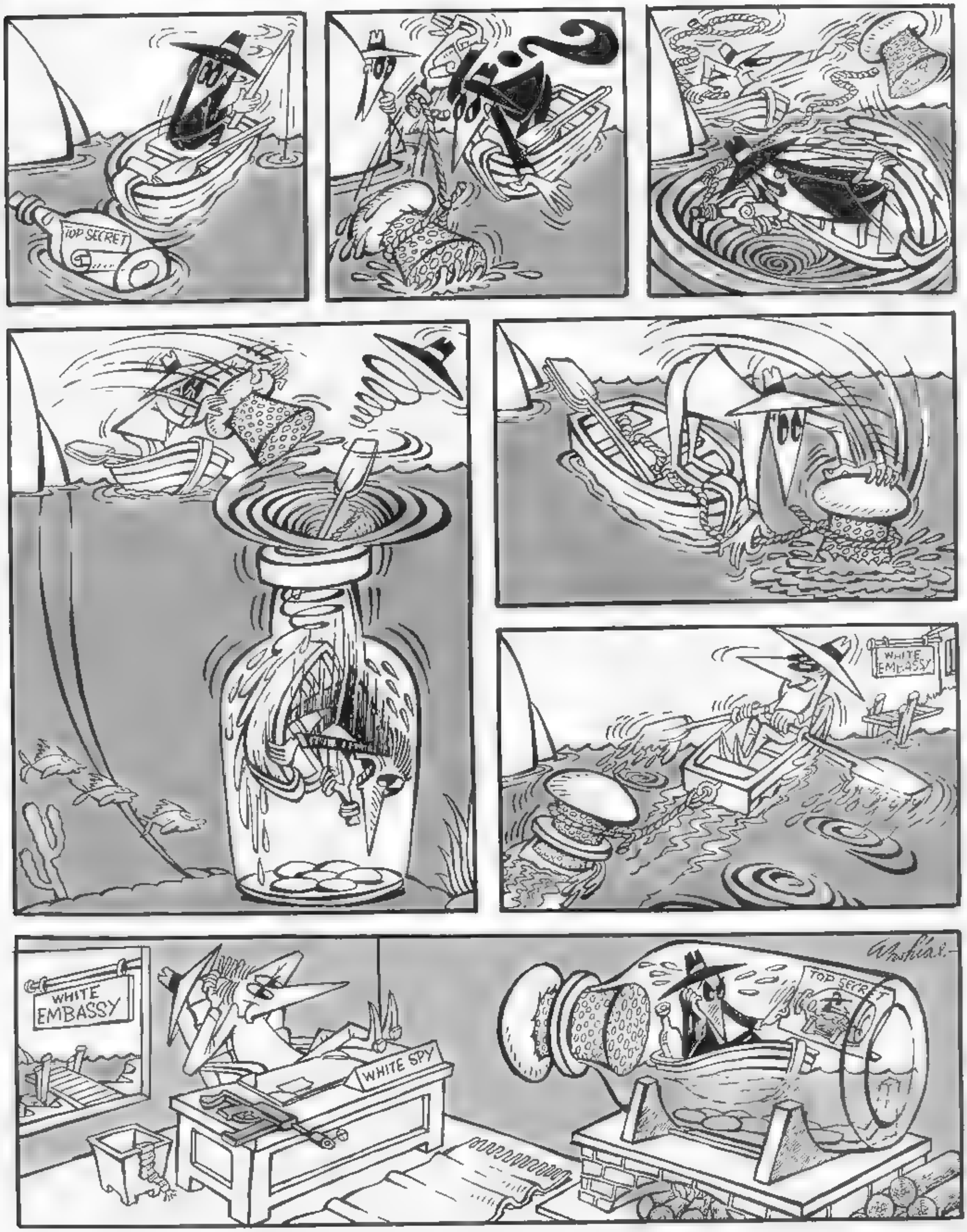
"I wanted to see for myself if it had really gotten out of hand. so I sat in on a class," said Mr. Warshauer. "Everything was normal until the teacher was called to the principal's office. Then, all hell broke loose. It looked like a Kansas hailstorm!"

Ninth grade science teacher, Marvin Fletcher had a different reaction.

"We could teach a course in 'Principles of Flight' using spitballs as an educational aid," he stated.

School board mediators are attempting to negotiate a cease-fire among the warring factions and toward this end a meeting has been scheduled. But little hope was held

SPY VS SPY



NAH-NUKE, NAH-NUKE! DEPT.

Nanoo, Nanoo! Hi, I'm **Rubin Willyums!** No, this **isn't** a re-run of **"Muck and Windy"!** The scripts on **that** show made a lot more **sense** than the stuff you're about to hear in **this** interview...which the Editors of MAD felt needed somebody **REALLY spaced out** to conduct! And since **I'M** from outer space—or **was** until I was **cancelled**—I got the job! Job being—to interview one of the people responsible for **evacuating us** in case of **NUCLEAR ATTACK!** Meet **Mr. Mirv Dumesdey,** who's been chosen as **MAD's**

C·R·E·E·P·* OF THE YEAR

(*Crisis Relocation Emergency Evacuation Planner)

Hi Mr Dumesdey! I m Rubin Willyums ...from **MAD!**

MAD?! Oh, you mean **"Mutually Assured Destruction"!**

No, **MAD Magazine!! "Moronic Asinine Drive!"!**

Sounds like your typical Government Agency! Anyway, that **MAD** policy is **no longer valid!** Thanks to our **Crisis Relocation Plan,** the civilian population **won't** be totally destroyed! We'll only lose about **60** or **70 million!**

60 million?!? If I had that many viewers, I'd still be on the tube!!

Yes, but look at the **BRIGHT side!!** With all those **casualties,** the **Unemployment Problem** will be solved!

CREEP NUCLEAR BLAST PROOF BUNKER

VIDEO CASSETTE FILMS FEATURES GAMES

STAR RAIDERS · SPACE INVADER · TRON · BLACK TOWER · FROGGER · JOUSTER · ASTEROIDS · MEMORYHEADS · STEROIDS

ARTIST: HARRY NORTH

WRITER: LOU SILVERSTONE

Do you really think we can actually **survive** a Nuclear War!?

"Nuclear War" is **not** to be **mentioned** around here! We invested a **ton of money** to make it **OBSOLETE!**

You mean you spent money to find a **more acceptable way** to settle our differences?

No, we spent it on **P.R.**— trying to come up with a **less frightening phrase** for it! We've come up with **NUCLEAR EXCHANGE!**

Has a **nice sound** to it, huh!? Like we'll be **trading GIFTS** at **Christmas time!**

WHAT A BUTLER SAW

5¢

MAD

I **dig** where you're **coming** from! It's like when **Ron, The Gipper,** called the **MX Missile "The Peace Keeper,"** right?

Right! See that **missile silo?** It contains a **Multi-headed Missile,** capable of wiping out an **entire city!** From here on, we'll **refer** to a silo like that as a **"Little House On The Prairie"!** That way, folks **won't object** too much when we stick 'em in their **backyards!**

SILO 13

CREEP

Are there **special plans** for protecting **important people** like the President, The Vice-President, Tom Selleck and Miss Piggy ..?

Surely, you **jest**! If you're **essential**.. like **me** . you're in **Category A**, and will spend the war in a **shelter** like **this**— with **basic comforts!**

Basic comforts?!? The average person doesn't live **this well** in **peacetime!**

This **isn't FOR** the average slob! This is for **VIP's!**

Are the **wives** and **families** of these VIP's considered to be **essential?**

If **YOU** had a Secretary like Miss Cleavage, would **YOU** consider your wife to be essential?

How about **comedians**...?

They're classified "F"— along with **other** useless professions like artists, writers, editors, publishers and college students!

NO FALLOUT ZONE

You're **WRONG!!** You're gonna **need LAUGHS** in those shelters!

Like how can you tell a **California Widow?**

She's the one in the **BLACK tennis outfit!** Har...har...

Or...hear about the guy who put **lemon juice** in his **Jacuzzi**, and **PUCKERED** himself to death? Har ..har...

That's okay! If we **want** a few chuckles, we'll always have our **OWN clowns James Watt** and **Ed Meese!**

What will life be **like** after a Nuclear Attack? Will there be **air** to breathe? **Water** to drink? **"Monday Night Football"** ..?

We intend to **keep** things **normal!** Al. teenagers will have to **register** for the **Draft** . and the **IRS** will be doing **business as usual!**

Shazbat!! We have to pay **TAXES** after we're **NUKED?!**

Of course!! I mean, how are we Government Workers gonna get **PAID** if you dummies don't pay your **TAXES?!**

NO FALLOUT ZONE

IRS

U.S ARMY RECRUITING STATION

CREEP

Suppose, miracle of miracles...

No, suppose I have a **tax refund!** How will I **get** it...?

Yeah, and one hell of a **Dead Letter Office, too!!**

You mean, suppose there's **no war?!**

Same as always... through the mail! We intend to have **mail deliveries** to **all survivors!**

Forget it, turkey! It's **bad enough** delivering this junk through **rain** and **snow** and **gloom of night!** Ain't **no way** I'm gonna wander around in that **radioactive crud**, lookin' for **houses an' people** that were **blowed away!** Here's your mail!

Hey, this mail is a **month old!**

Yeah and that's **WITHOUT** any jivin' **NUKES!!**

Have you got a **shovel**...??

Better get a **NEW SHOVEL!** It **may** save your **LIFE** someday ..!

I—I **had** one, but I think I **lost it** at the **beach!** I—I still have my **pail,** though!

You'll need a **screw driver,** too!

Of course I will! I can **SEE** that there are **plenty** of **screws loose** around here. . .!

MEN'S ROOM

It's to take the **DOOR** off its **hinges!!**

Hey, I **know** the President wants to **cut down** on Government work ers **goofing off** ...but this is **ridiculous!!**

Who **IS** that guy...an **unhinged Hardware Salesman?**

No... he s a **Deputy Under-Secretary** of **Defense!!**

You mean he's on **OUR side**... ?!? **HALP!**

He claims that if you dig a **hole,** put a **door** over the top and **cover** it with three feet of **dirt,** you'll be **safe** from a **nuclear blast!**

The best of **luck** to you Mr Under-Secretary And to your **SHOVEL,** too...!

Come on, you dirty Commie rats! **Drop** your lousy bombs!! I'm **ready!!**

USSR EMBASSY

CHANNEL 13 PLEASE GIVE GENEROUSLY

Uh—if there **IS** a Nuclear Attack... **WHO's** gonna be **around** to shovel that **dirt** on the **door** for him?

He **hasn't worked out** that little detail yet! Come on ...I'm briefing a group of concerned citizens on our **evacuation plans** for their **city!**

SENIOR CITIZENS (EX PEN AMON UNIT)

In the event of a **Nuclear Attack,** you and your families will get into your **cars** and drive to **South Succotash,** which has been designated as your **host area!** Think of it as a **vacation** in the **country!**

Some vacation! That hick town doesn't have a **decent hotel** or a **tennis court!**

And be sure to bring your **credit card** with you! In other words ...**don't** leave home **without** it!

Holy Shazbat! Is the next war going to be sponsored by **American Express?!?**

MAIN HALL
CREEP
BRIEFING
MIRV DUMESDAY

Bring along extra **food** and **clothing!** There are a few **no-no's** ...like **NO ANIMALS...**

Does **that** mean I can leave my **HUSBAND home**... and take my **cat?**

No alcoholic beverages...

If I can't bring along a **six-pack,** I'm **not going!**

. . and **no firearms!!**

You **can't do that!** It's **unconstitutional!!**

I'll bet **Nancy** takes **her** teensy-weensy little gun!!

Just **stay cool!** Remember. the **success** of the evacuation depends upon your **remaining calm!**

We **want** our **guns** . . !!

We **want** our **booze!!**

We **want pets!!**

Arf!! Arf!!

Well so much for **remaining cool** and **calm!**

I have **another** little surprise for them! When they **reach** the **host area** their **CARS** will be **IMPOUNDED!**

Shazbat!! No wonder you don't want them totin' any guns!!

Now we're going to make a **"Trial Evacuation Run"** to **South Succotash!** Our **plan** calls for it to take **five hours!** You'll find people in small towns **a lot more friendly** and **cooperative!**

Well, we **made it!** And it **only** took **TEN hours!** Lucky for us it wasn't the **RUSH HOUR**... like a **REAL-LIFE EVACUATION!!**

You ought to put up **interesting signs** for people to read along the way...

Like, **"Don't Look Back! The Blinding Flash May Prove Harmful To Your Health!"**

Or, **"Only One More Mile To Fresh Air!"**

Okay, pull over...!!

Okay, let's see your **license!**

I'm from the **Federal Government,** Officer! We're conducting a **"Crisis Relocation Test"** in case of a **Nuclear Attack!**

Sheriff, better get on **over** here! We got us a **live** one! Some **idiot** thinks that we're gonna be **NUKED!**

Okay, Buddy! Let's [redacted] you walk this **straight line!!**

I'm **perfectly sober!** I'm from the **Government,** and **South Succotash** has been selected as a **host area! Fifteen thousand people** from the **city** will be **relocated** here in case of a **Nuclear Attack!**

By God, if **any** of 'em show up around **here,** they'll get **tickets** for **trespassin'... all fifteen thousand of 'em ...I guarantee it!** And **here's YOURS...!!**

Well, folks . . so much for **friendly** and **cooperative!!**

WELCOME TO SOUTH SUCCOTASH
STRANGERS KEEP OUT!

Your local officials will be notified! We've worked out all the **details** for **relocation!**

Here's **one** detail you **forgot!** Our **sewage system** can't even handle the **two thousand people** we've got here **now!** So what in blazes are **fifteen thousand refugees** gonna do when they have to go to the **John,** eh??

I've got it! They can all borrow **SHOVELS** from the **Under-Secretary** of **Defense!**

I really hate to **mention** this, but what are the **survivors** supposed to do about getting **medical treatment?**

Shelters will have **ample supplies** of medicines and medical personnel!

That's okay for the **VIP's**... but what about the **REST** of us?!? What are **WE** supposed to do. . **play "DOCTOR?!?**

YOU ARE LEAVING SOUTH SUCCOTASH DO NOT COME BACK

Well, our **plan** can't save **EVERY-ONE!** But this Administration is **deeply concerned** about saving as **many** lives as **possible!** Isn't that **right,** General Firstryke?

You **better believe it!** There's nothing more **precious** than a **human life!** We're **all God's creatures** after all!

Then **why not** build **shelters** for **EVERY-BODY?!?**

You're talking about **seventy billion dollars,** boy! Do you know how many **missiles we could buy** with that money?!? Enough to level **Leningrad, Minsk** and half of **Moscow!!**

No wonder that so many **Bishops** and **Rabbis** and **other** religious leaders want an **immediate NUCLEAR FREEZE!**

Those guys should stick to **Church** stuff... like **School Prayer, Bingo Games** and **Las Vegas Nights**... and leave the **serious problems** to us **Think Tank** and **Pentagon experts!**

Folks, that **message** was brought to you by the people who gave us **[redacted] PACK!!**

Listen if The Good Lord **hadn't INTENDED us** to have Nukes, He **wouldn't** have **given them** to us!

Gee! **How come** He gave 'em to the **Russians, too,** when **they're atheists?**

HE didn't have nothin' to **do** with it! It was that **rot-ten LIMEY traitor** who gave 'em the formula!

One last question! **When** will your Re-location Plan be **ready??**

Our **target date** is **1990!**

Shazbat!! I think I'll get myself a **SHOVEL!!**

And **then,** if we get some **decent weather,** it'll only take us a **week** to put the Evacuation Plan into **action!!**

You mean, the Gov-ernment is spend-ing **billions** on a **plan** that depends upon the **Russians** giving us a **WEEK's NOTICE...?!?**

I can see it now .. the **RED PHONE** in the **White House** . *RINGGG!!*

Hello? Is **White House?** Is **Premier Andropov** here! I want talking to **President!**

Is **sleeping...?** No.. when he is **waking up,** tell him we are going to **Nuke** you rot-ten Imperialists **next week** on **14th!**

Ya. on **14th!** You having my **word!** You **also** having a **nice day!**

Nanoo, nanoo! This is **Rubin Willyums...** signing off and returning you to **MAD!!** Th—th—th—that's **all,** f—f—f—folks!!

FISSION TIPS DEPT.

CONFUSED BY ALL THOSE "WAR SCARES" FROM THE MIDDLE EAST, INDO-CHINA, CENTRAL AMER

MAD'S "EARLY W
(OR... YOU'LL KNOW S

ARTIST, GEORGE WOODBRIDGE

Every other commercial on TV is an "Armed Forces Recruitment" pitch.

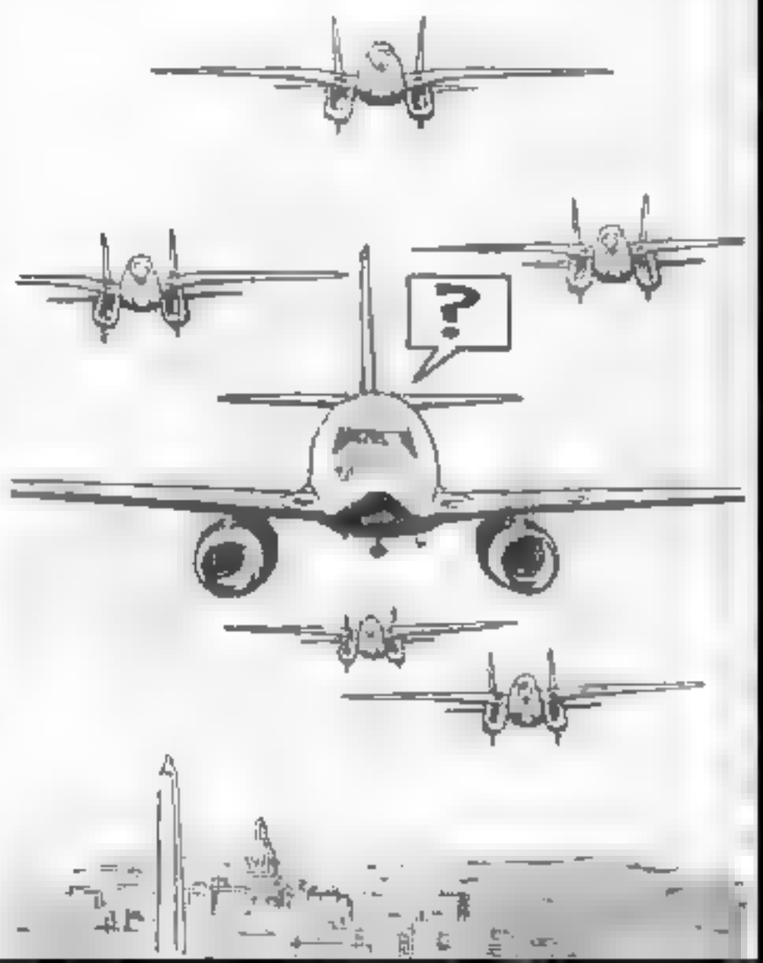
They suddenly make John Wayne's birthday a National Holiday.

Lee Iacocca does a Chrysler commercial... and you notice tanks coming off the assembly line.

The "This is a test!" thing is played so often, it's listed on the top-10 charts.

Your N.Y. to Washington, D.C. shuttle flight is painted in camouflage colors.

...and as you approach Washington, D.C., you pick up a fighter escort.

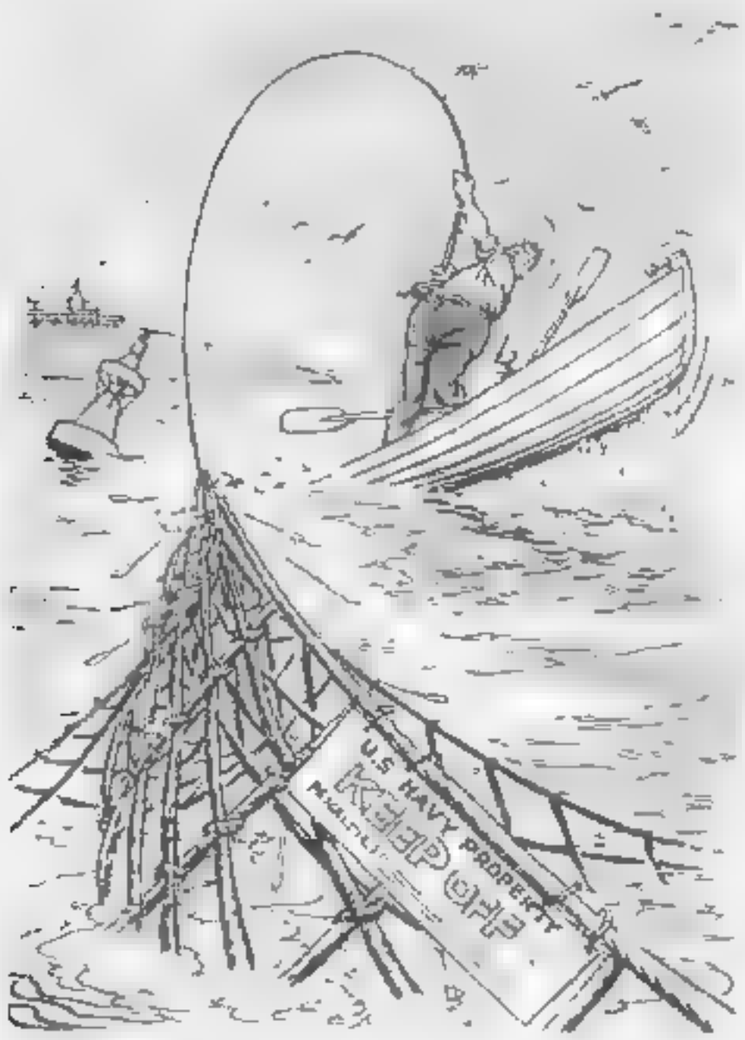


ICA AND WHEREVER? WANT TO KNOW WHEN THE "REAL THING" IS ABOUT TO HAPPEN? STUDY...

VARNING" SIGNS
UMPTIN'S UP WHEN...)

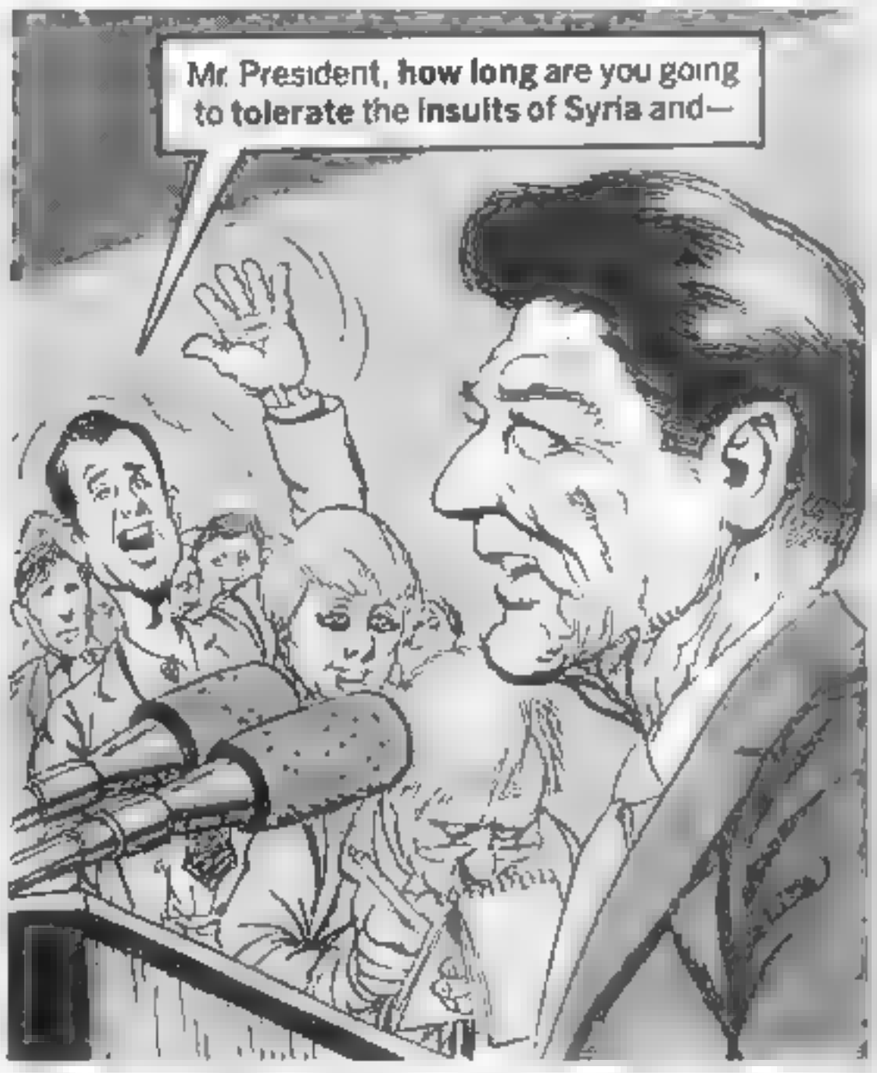
WRITER DON EDWING

You keep snagging anti-submarine nets in your favorite fishing spot.

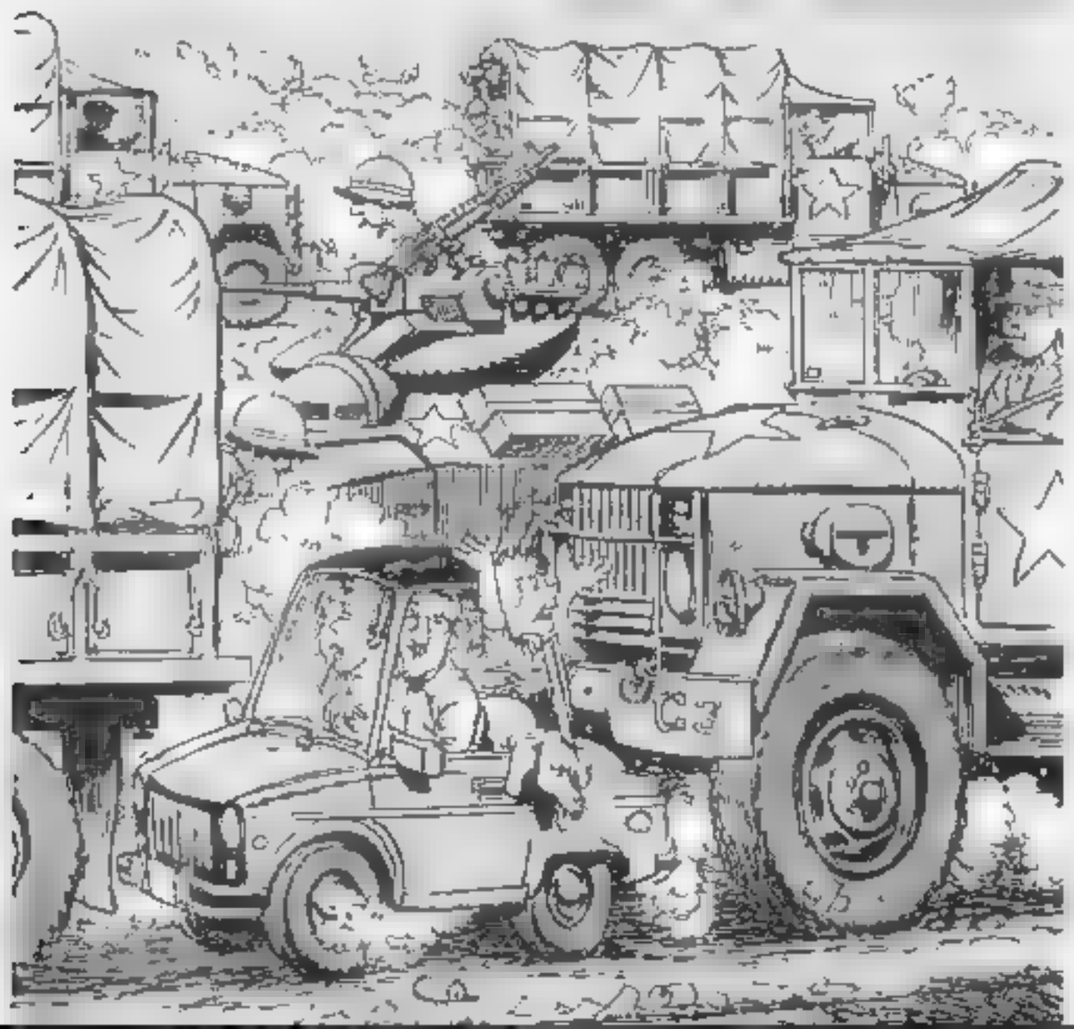


Tip O'Neill calls the President...

The President consistently calls on those hard-nosed reporters at Press Conferences.

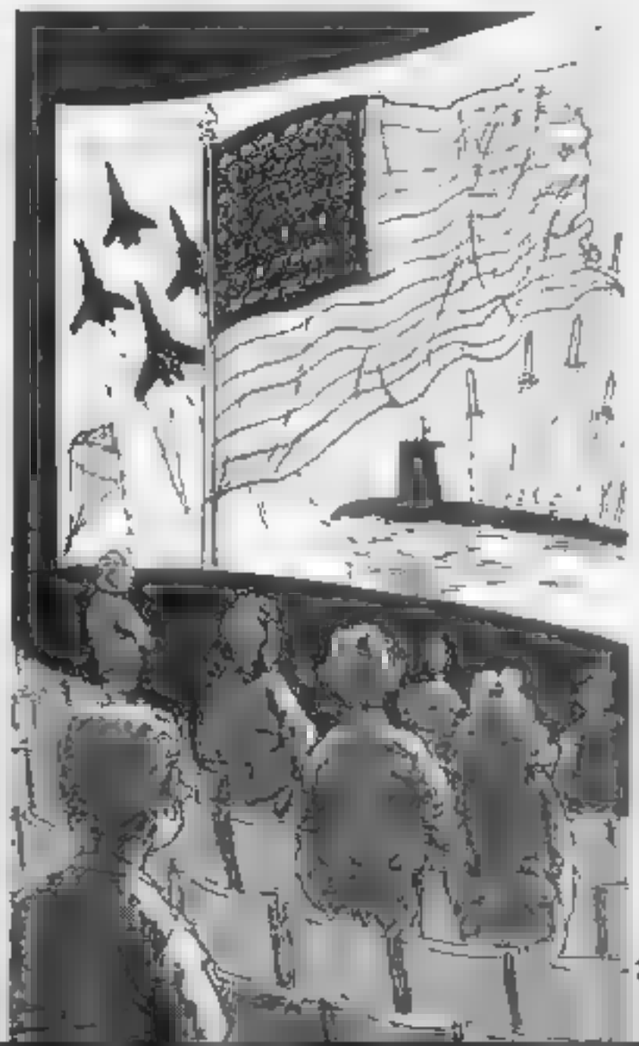


You begin to notice an awful lot of Army trucks on the highways when you take your Sunday drives.



Henry Kissinger keeps saying...

They start playing the National Anthem at the movies again.



HERE'S LOOKING ACHOO DEPT.

A MAD LOOK AT C

THE DROP-DRIPPER

THE COUGH-BOUNCER

THE VICKS VAPO-RUBBER

OLD SUFFERERS

WRITER AND ARTIST: PAUL PETER PORGES

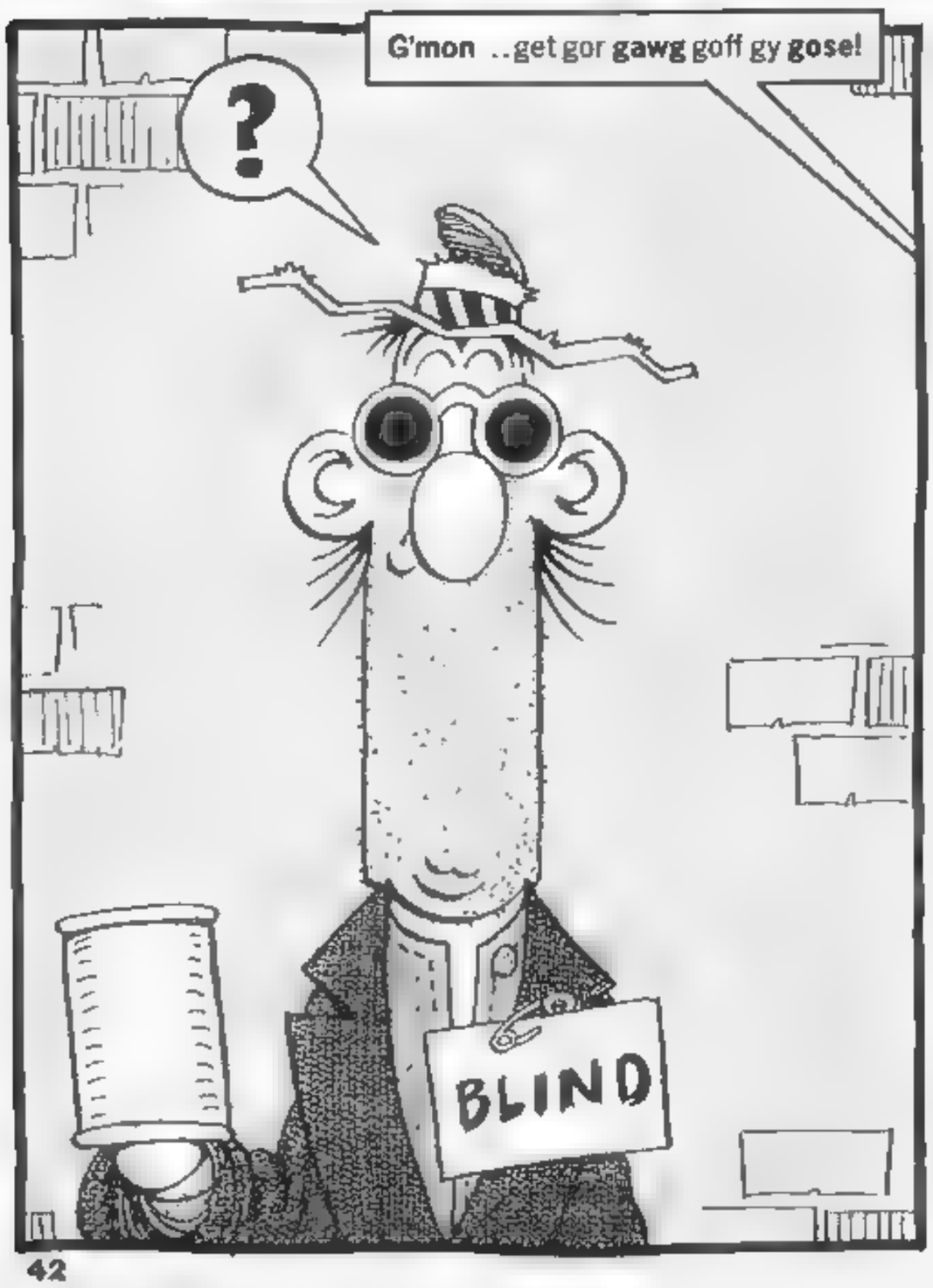
THE TISSUE-DROPPER

THE DEEP THROAT-GURGLER

THE PILL-POPPER

DON MARTIN DEPT. PART III

ONE EVENING ON A CORNER DOWNTOWN

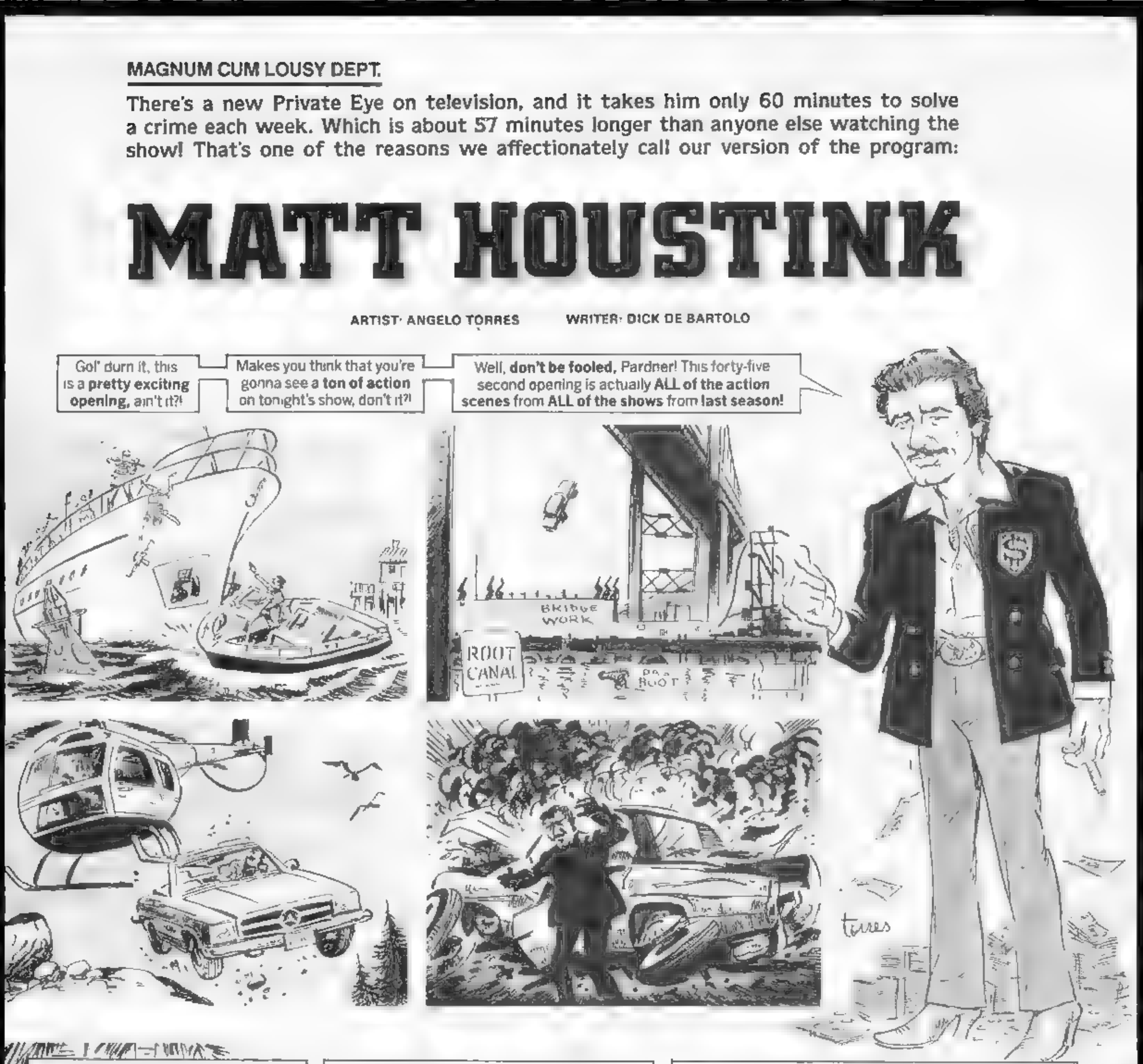


MAGNUM CUM LOUSY DEPT.

There's a new Private Eye on television, and it takes him only 60 minutes to solve a crime each week. Which is about 57 minutes longer than anyone else watching the show! That's one of the reasons we affectionately call our version of the program:

MATT HOUSTINK

ARTIST: ANGELO TORRES WRITER: DICK DE BARTOLO


Gol' durn it, this is a **pretty exciting opening,** ain't it?!
Makes you think that you're gonna see a **ton of action** on tonight's show, don't it?!
Well, **don't be fooled,** Pardner! This forty-five second opening is actually **ALL of the action scenes** from **ALL of the shows** from **last season!**
BRIDGE WORK
ROOT CANAL
ROOT
tires
I'm Matt Houstink! I like **fast cars,** and I like **fast women!** Usually, I **try** to get a **fast woman** into one of my **fast cars!** That way, I can get my **pleasure over REAL FAST!** Then, I can concentrate on my **business!!**
Hi! They call me C.B.! It stands for **Cute Broad!** I'm Matt Houstink's **assistant!** He's a **great Boss** ... as long as I observe **two rules!** First, I must never get **jealous** when he entertains **other women!** And second, I must never look **prettier** than **him!**
I'm **Detective Hoit!** And riding back here, I'll give you **one guess** what **hoits** the **most!** I help Matt out from time to time! Like today ... I'm helping him out by **overlooking two violations!** First, he's doing **95 mph** in a **55 mph zone ...!** And second, he's driving under the influence of **J.R. Ewing's ridiculous Texas wardrobe!!**
I ♡ $
THANK YOU PAINE WEBBER

Okay I'll buy **Park Place AND** I'll buy **Oriental Avenue** and I'll put **three hotels** on **each!**

Hey, I come here looking for **help,** and you **ignore me** while you play some **STUPID BOARD GAME!?**

What game? Matt just bought the **REAL Park Place,** and the **REAL Oriental Avenue,** and he's putting **three REAL hotels** on each!

Gee I guess you **ARE** as rich as **everybody says!!** This is a **30-story building** and **yours** is the **only name** on the **bell!!**

FLOOR BY BRONX BOTANICAL GARDEN

But let me te l you **why** I'm **here,** Mr Houstink! I **think** someone s trying to **kill** me!

We'l, **loosen** your **tie** and we'l, **talk** about it

This **isn't a tie!** It's a **NOOSE!**

Let me **explain** something I'm **not** your **typical Private Investigator!** Now, I'll **start** with some **obvious questions—**

And **then** you ll get into **more sophisticated inquiries...?**

No, he **starts** with **obvious questions—** and he **ends up** with **obvious questions!** There's **absolutely nothing in between!**

Like I **said,** i'm **not** your **typical Private Investigator!**

Now suppose you tell me what kind of **work** you do!

I **write books!** My name is **Parker Pentel!**

Parker Pentel?!

We.., Matt **actually** that's just my **PEN NAME!**

My **REAL** name is **Flair Scripto!** But **you** can cal me **"Bic"!**

I write **"Fun Books"** for a living! My **latest** is called **"Cops And Robbers, One And The Same"!**

I **also** wrote **"Longshoremen And Our Docks, A World of Hoods," "Those Drunks That Drive America's Trailer Trucks," "Doctors and Dentists... High-Priced Con Artists"** and more!

I guess you get a lot of **hate mail!**

Maybe!

You **don't know** for **sure?!**

I've got a **Post Office Box!** Most of my mai **blows up** before I have a chance to **pick it up!**

I can see where **half the country** would like to see you dead but we'l have to **narrow it down** a bit! This is only an **hour-show,** and **I'm not that clever!!**

We l **I do** have **one** small bit of information that might be of some help! I once had an **assistant**... but I **fired** the dishonest, lying, cheating rat!!

Hold it a minute!! Call it a **wild, crazy guess,** but **we MIGHT** be **ON** to something!!

Listen, is it possible this **ex-assistant** might still be holding a **GRUDGE** against you?

I don't see **WHY!!** He worked for me for **five years** ... and when I **canned** him, I gave him **ten minutes notice** and **two days severance pay!**

Still and **all,** I think I should **check this out** ... !

BRUNCH

Can you give me a **good description** of this guy?

How about **his picture??** I've got this **fantastic photograph** of him ... !!

Oh, well! It'll **have** to **do!!**

C.B. ... take this **photo** and run it through **Booby** ... our **super-advanced Computer** ... !

Tell **Booby** to take the **picture** ... and **process** it into a **good description** we can circulate among our contacts!

BRAND X

When this employee **left,** did he **say** anything that could be taken as a ... a **threat** ... ? Anything with the **slightest innuendo** or **hint** of **future violence?**

Gee, he **DID, sort of** ... ! He said that **someday,** he'd love to run my **body** through a **PAPER SHREDDER!!**

Hmmm! **No,** that's **not exactly** what I'm **talking** about ... !

Damn!! This case is **tougher** than I **thought!**

SWISH

TEXAS INSTRUMENT

DOM PERIGNON SLURPED HERE

C.B. ... **pack a bag** for me! I'll need **three suits** ... a **dozen shirts** some **slacks** ... and **four pair of boots!!**

Matt, **what** do you need all those **clothes** for?

I **MAY** be away **OVERNIGHT** ... !!

Holiday Inn

Uh, I need some **information** ...

The **BUTLER did it** ... !

What Butler?!? What did he **do?**

Sorry, Pal! I must've mistaken you for **Tom Magnum** ... or maybe it was **Dan August** ... except you **TALK** like **Jim Rockford!!** Ahh, **all** you **TV Detectives** are **starting** to **look alike!**

BAR FLY

Have you ever seen **this guy?**

Yeah! He comes in here about **once a year!!**

Once a year?! That's no help!

Yes, it is ... ! Because I ain't seen him in **364 days, 23 hours** and **56 minutes!** So **hang around!**

BAR REL EF

Hey **here** he comes **now** ... !!

Why don't you just break a **whiskey bottle** over his head?!

Good! I'll try my **usual subtle approach** to see if he's my **man!**

Or are you planning to be a little **more subtle** than that?!?

Hi, fellah! It sure s a **lovely night** for **threatening someone's life...** isn't it?!?

Listen, Mac, I **don't** know what you re **driving** at, but you've got the **wrong guy!** However you **MIGHT** be looking for **my Brother, "THE KILLER"** . who was put into **Sing Song Prison** yesterday ... for **MURDER... !!**

Boy, I'm **so lucky!** Just when I think I've come to a **dead end,** another **mini-clue** surfaces!

Oh-oh... !! I don't **like** this at **all! SOMEONE** is **following me... !!**

I **don't** know why this is **happening! After** al , I **AM** using my **"plainclothes car"... !!**

The **only car** in the **entire State of California** that has **NORMAL NUMBERS** nstead of some **cutesy name** or **obscure saying** on its license plates·

I BRAKE FOR WHALES

O-BAY B

Here's how I'll **lose him!**

Besides, driving through a **CAR WASH** in an **open convertible** is **really** such a **BIG SAVINGS... !**

I get my **CAR WASHED** and my **CLOTHES CLEANED** at the **SAME TIME!!**

WASH
RINSE
DRY
PRESS
CLEAN
CUFFS
NO CUFFS

Hello, **Hoit?** This is **Houstink!** I need **HELP!** Someone is **FOLLOWING** me, and **I can't shake him!!**

Houstink, you **idiot!** It's **ME** fo lowing you! So **stop your car,** please!!

You **STUPID MORON!!** You **didn't** have to stop **THAT FAST... !!**

CRUNCH!!

SCREECH!!

Listen, Matt, we had a **deal,** didn't we? That you wouldn t **go after anyone** without **telling me?** That you wouldn't **interfere** with **Police business** ? **Right??**

But, **Hoit!** This guy is probably **bananas** a **wacko** . **el sicko** . . **la flake!!**

All r ght! He **COULD** be a **paranoid schizophrenic** w th **deep psychotic tendencies!**

Don't give **me** that **medical mumbo-jumbo!**

Okay!! Now **THAT** I can **understand!**

You've **got** to get me into **Sing Song Prison** in the **same cell** with this guy!

Yes, but if my plan **works,** I might get him to **escape** and **threaten my client** one more time! **Then,** I can get him **convicted** for **"threatening to kill someone"...** which would add **six months** to his **Life Sentence!** It would **teach** him a **lesson!!**

What in the world **FOR?** He s **already serving a Life Sentence** for **MURDER!**

I can't get you placed in a cell with a **killer!!**

Come on! You **KNOW** we always do **little favors** for each other!

Hey, Hoit, remember the t me you were accused of **accepting payola** and I gave you **money under the table** for a **Lawyer?!**

Okay . **you win!!**

Just **one** thing! **Now,** you'll have to make up some **convincing CHARGE** against me!

How about **"Imperson-ating an ACTOR"?!?**

Warden, my name is **Matt Houstink!** I'm a **Private Investigator...!**

Why are you show-ing me a picture of a **girl** in a **string bikini?**

You must have seen **plenty** of **Private Investigator I.D.'s!** I just thought you'd like to see something a **bit different!**

I want to be placed into the **same cell** as the prisoner they ca l **"The Killer"** and i want my **arrival** here kept **very quiet!**

I'll **do** my **best,** Houst nk, but I **think** you might have called a **little attention** to yourself when you landed your **private helicopter** in the **prison yard** during the **exercise period!!**

Hey...! How come you're wearing a **different prison uni-form** than the rest of us?!

What's different? It's got the **same black stripes...!**

Yeah, but **yours** has dat **little alligator** on it!!

Listen, Killer! I'm gonna **hit the rack** and fall in to a **deep sleep!** But since it's so **STUFFY** in here, I'm gonna have the Warden **leave our cell gate open** for **ventilation!** Okay???

PRISON Life

GUCCI

Booby, **why** are you showing me a picture of a **Delicatessen?** Does it have something to do with **the case??**

No, it s time for our **light-hearted moment** in the show! The **Deli** picture indicates that **Houstink** is a **ham,** the **story line** is **baloney,** and the **dialogue** is **the wurst!**

Well, **watch** your **tongue...** or we'll **all** be in a **pickle!**

So much for **light-hearted!**

Okay, Lady! If you wanna live, **don't make a move!**

If you let me **move a LITTLE,** I can **tie my-self up!** And **then,** you can hold me **"hostage"** with almost **no effort!**

Hey, **how'd** you know I was gonna **do** that ?!

Because I'm held hostage n **every other episode...** and I'm a very **fast learner!!**

Your friend, **Houstink,** tried to pass himself off as a **prisoner!** But he **blew it** when they brought our **food** to the **cell** and he **insisted** on **picking up the check!**

But, **how** did you know to come **here??**

I asked him to recommend a **good Private Investigator!** He **gave** me his **business card!**

Okay, Killer! **Drop the gun!!**

Houstink!! How did **you** know I'd come here?!

By **clever Detective work!** I called **every cab company** in the **city,** and asked if any **driver** happened to remember picking up an **armed convict** in front of **Sing Song Prison!** I got **lucky...!!**

So **that's it?!?** I'm **caught?!**

Not quite! We have to have our **mandatory scuffle** as you **attempt to escape** by crashing through that **window** onto the **terrace!!**

Thanks for the **suggestion** on **how to escape,** Dummy

GREAT VIEW OF L. A.

FRESH AIR

TERRACE

CRASH!!

FLY FIRST GLASS

THE TERRIBLE PANE

A TRUE DOWNER

Houstink...! I was **just coming by** to see if anything was **new** when I heard the **commotion...!**

Aren't you going to chase that killer out onto the **terrace** before he climbs down the 30 stories to the street and **escapes!?**

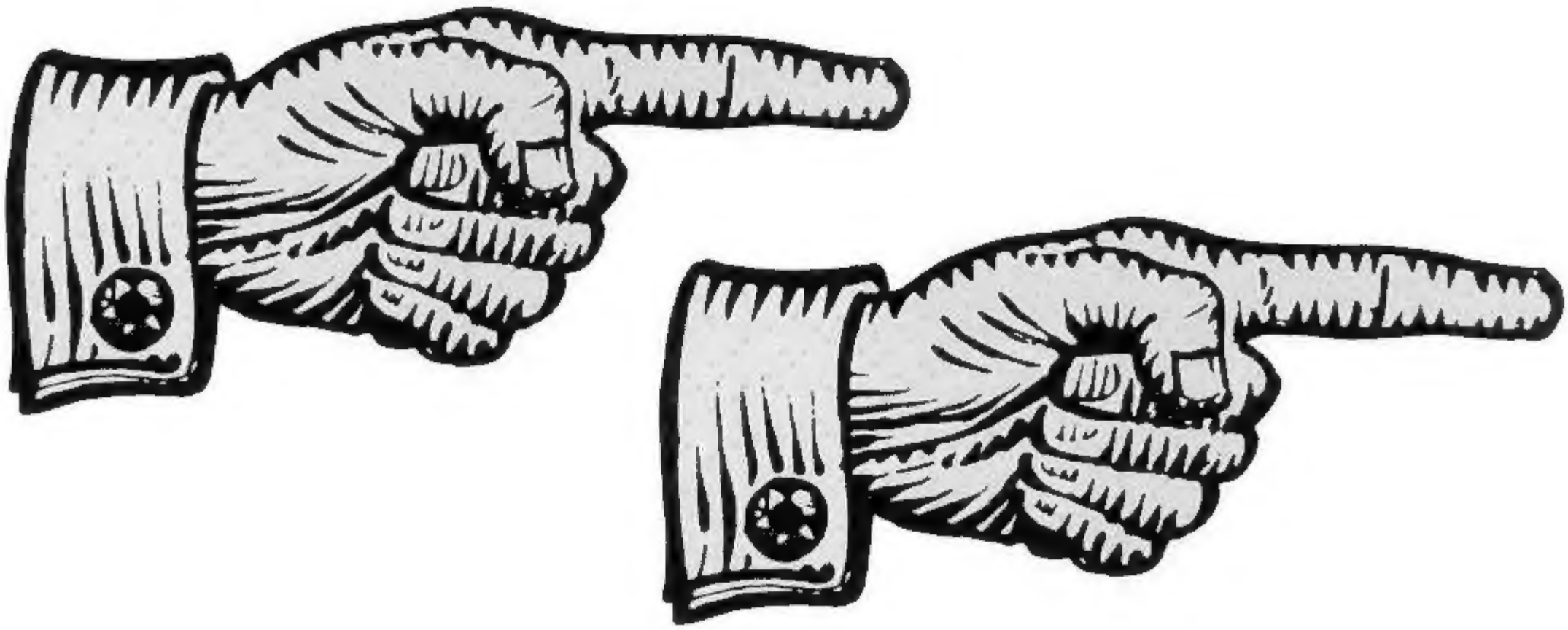
He won't! This building **doesn't HAVE** any terraces!

I sure *feel* a **lot safer** now that **HE's** out of the way for good! *Uh*—how much do I **owe** you for your **services?**

$20 plus expenses!

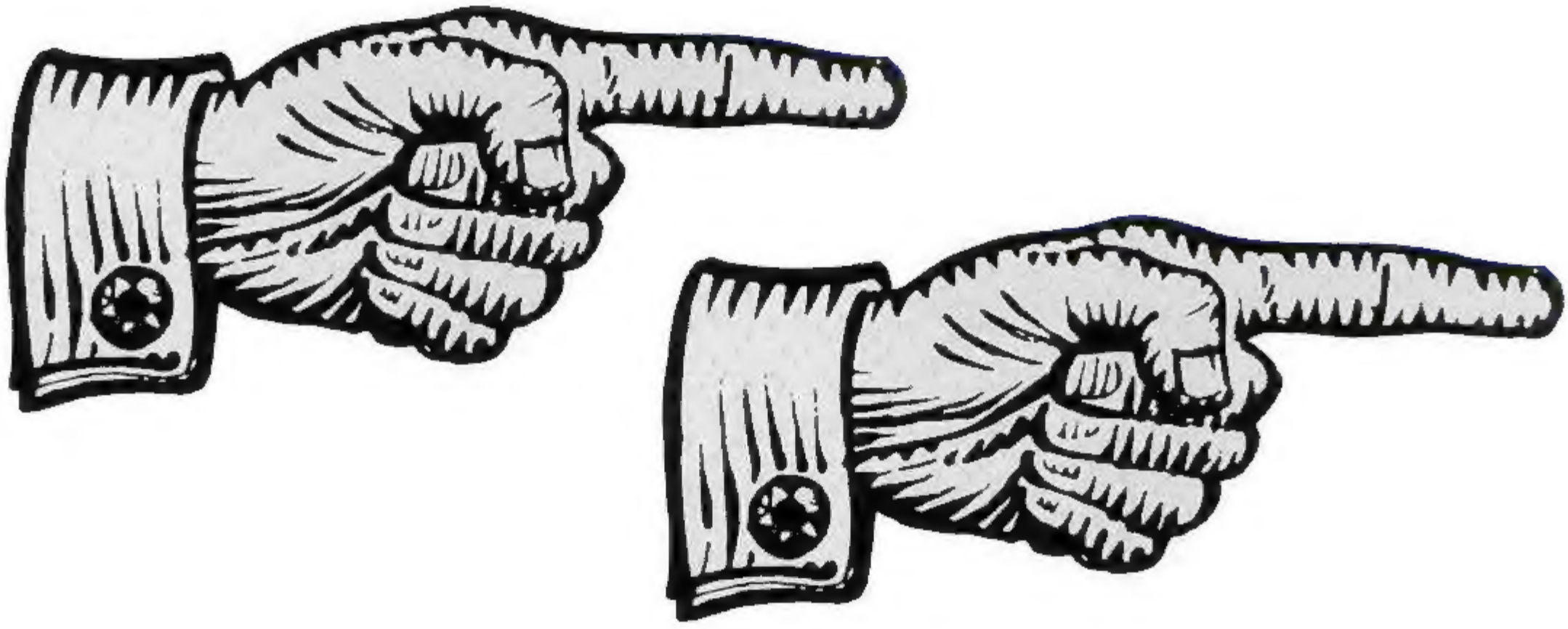
Wow! That's **CHEAP!!**

I **wouldn't** say **that!!** On his **last** case, **cleaning** and **pressing charges alone** were over **$6000!** And **car-chase damages** were nearly **$21,000!** There was **$1200** for **haircuts,** and **$5500** for **tooth caps,** and—



Nothing to see here!

Please skip ahead.



WHAT INSATIABLE MONSTER IS STARTING TO ROAM OUR STREETS AGAIN?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

It never fails! Every time we think we've gotten rid of one of our nightmares, it somehow magically reappears. To find out which horror it is this time, all you have to do is fold in page as shown at right.

FOLD PAGE OVER LIKE THIS!

A› FOLD THIS SECTION OVER LEFT ‹B FOLD BACK SO "A" MEETS "B"

THE DEMANDING NEEDS OF THIS MONSTER ARE—IN A WORD—TROUBLE! NO MATTER HOW MUCH THE THING CONSUMES, IT GASPS FOR MORE! BUT FOR SOME STUPID REASON, MANY GULLIBLE PEOPLE THINK THE CREATURE IS QUITE A DAZZLER!

ARTIST & WRITER:
AL JAFFEE

A› ‹B

WHAT INSATIABLE MONSTER IS STARTING TO ROAM OUR STREETS AGAIN?

FOLD PAGE OVER LIKE THIS!

AMB FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

THE DE—
TROIT
GAS
GUZZLER!

AMB

IN CASE OF ATOMIC ATTACK

...THE FEDERAL RULING AGAINST PRAYING IN THIS SCHOOL WILL BE TEMPORARILY SUSPENDED!

A MAD MISCHIEF POSTER